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THE NATIONAL NEWSPAPER OF MARKETING

Schirmer Urges 'Hall of Infamy' to Deter False Ads

Ridicule Worst Ads, Campbell-Ewald VP Tells Southeastern Four A's

ATLANTA, Feb. 12—A "Hall of Infamy" to house the most unreliable advertisements of the year would do more to clean up advertising than any congressional expose or federally imposed legislation, said E. A. Schirmer, senior vp of Campbell-Ewald Co., Detroit, speaking here before the annual meeting of the southeastern chapter of the American Assn. of Advertising Agencies.

Admitting the existence of sins in the trade, Mr. Schirmer envisioned his "hall" as a method of ridiculing that element of the advertising business which has slight regard for integrity in its ads.

■ "Perhaps we've been too obsessed with positive thinking," said Mr. Schirmer. "We make a fuss about it and award honors to the best ads of the year and pride ourselves on inclusion of our work among the 100 best ads. Maybe we should reverse the process.

"A citation for the worst ads, or a list of the 100 most dishonest ads, I think, would contribute more constructively to the welfare of our profession."

■ Mr. Schirmer disputed a proposal by Fairfax Cone, chairman of the executive committee, Foote, Cone & Belding, that media be asked to police advertising they accept (AA, Dec. 28, '59). He called the idea impractical, placing an unrealistic burden on media. He said policing should be by the advertiser and his agency. #

Best Agency Names Post President, Adds Old Milwaukee Beer

CHICAGO, Feb. 12—Carl M. Post, exec vp of Grant Advertising, has bought a major interest in Gordon Best Co. and has joined that agency as president. Gordon Best, former president, moves up to board chairman. He remains treasurer.

At the same time, ADVERTISING AGE learned that Jos. Schlitz Brewing Co. will move advertising for its Old Milwaukee beer brand from Grant to the Best agency, effective May 8. Old Milwaukee billed an estimated $1,500,000 last year.

Mr. Post brought the Old Milwaukee account into Grant about 14 months ago (AA, Dec. 15, '58) and headed up the account group while at Grant. The switch of Schlitz' popular-price beer to Best reunites the brewer and Gordon Best.

The Best agency handled the entire Schlitz account from 1941 until 1948, and was Old Milwaukee's first agency. Although the brand was introduced in 1934, it did not become an advertising account until 1941. The brand was dropped in 1942 because of World War II and revived a year ago.

■ Messrs. Best and Post declined to tell their exact holdings in the

(Continued on Page 116)

Industry Spent 1.09% of Sales for Ads in '57-'58

ADVERTISING AGE this week presents its fourth annual survey of percentage of sales invested in advertising in 1957-'58 for 282 separate product classifications. The exclusive report, based on Internal Revenue Service information, shows the average for all industrial groups was 1.09%, the same as '56-'57.

The figures, broken down by groups and sub-groups, begin on Page 110.

SOURPUSS—*This unusual ad is being tested by De Soto in newspapers and has already appeared in Washington dailies. The grizzled old gent here gives the copy an unusual twist by knocking the 1960 De Soto. Batten, Barton, Durstine & Osborn is the agency.*

$5,000,000 Minimum Reaffirmed . . .

Revlon Shifts $5,500,000 in Billing to Grey, W&L

LaRoche Drops Portion on 'Philosophical' Basis; Mogul Keeps Knomark

NEW YORK, Feb. 12—The rafters in the house of Revlon Inc. shook violently today, and out tumbled C. J. LaRoche & Co. and Mogul Williams & Saylor, while the front door opened wide for a new tenant, Grey Advertising Agency.

In a series of joint releases:

• LaRoche announced that it had resigned its Revlon business—more than $2,000,000—on Feb. 4, "reluctantly and only after lengthy consideration," as of July 1. LaRoche has served the account for five and a half years and is Revlon's oldest agency.

• Revlon announced the consolidation of its cosmetics and toiletries business at two agencies, Warwick & Legler and Grey. This gives Grey six brands, billing more than $4,500,000, and adds an additional five products, and more than $1,000,000, to the estimated $5,000,000 in business already at Warwick & Legler.

• Mogul Williams & Saylor has dropped some $2,000,000 worth of Revlon billings, with the loss of Top Brass, Hi & Dri, Aquamarine fragrances and Satin Set. It retains Knomark Co., maker of Es-

(Continued on Page 115)

Esslinger Moves Beer Account to Wermen & Schorr

PHILADELPHIA, Feb. 10—Esslinger Inc., one of the five largest brewers in Pennsylvania, has moved from J. Cunningham Cox Agency after 10 years and has named Wermen & Schorr as its agency.

The account bills about $400,000 a year.

More than a dozen agencies, including several from New York, were asked to make presentations to Esslinger. Among the agencies making presentations were Al Petrik & Stephenson; Arndt, Chapin, Preston, Lamb & Keen; Erwin Wasey, Ruthrauff & Ryan, and J. Cunningham Cox.

Esslinger decided upon Wermen & Schorr, ADVERTISING AGE learned, because the agency presented a complete campaign, rather than just suggesting ads. The company decided to take the campaign *in toto*. Details of the new campaign will be disclosed at a series of sales and distributor meetings.

The first meeting is scheduled Feb. 15 at the Warwick Hotel for the Pennsylvania distributors. #

15% Commission on Business Paper Ads 'Not Enough,' Buzby Tells NAAN

Chilton Head Says He's 'Surprised Some Publisher Doesn't Grant 20%'

PHILADELPHIA, Feb. 10—G. Carroll Buzby, president of the Chilton Co., one of the speakers at a three-day meeting of the National Advertising Agency Network, said that 15% agency commission is "not enough to enable you to do the kind of job you should do on trade magazine copy."

Trade and industrial magazine copy is more difficult to write than general copy, said Mr. Buzby, because it is aimed at "an extremely informed audience."

He said, "If you're writing for a lot of electronic engineers, you have to have people who know what they're talking about. And when you start getting people who know what they're talking about, it gets expensive.

■ "I've been surprised," he said, "that some publisher hasn't jumped the gun and tried to be a hero by granting 20% commission in order to get a competitive advantage over the others."

Mr. Buzby recalled that at one time, when his company was not offering agency commissions, it had a free copy and layout service with a service staff of more than 75 persons. Now, the agency has supplanted this department, and the agency has become "our sales representative," he said.

"We feel that the commissions we pay the advertising agencies are well deserved and fairly justified," he said. #

New FTC Cigaret Ad Policy Seen as One of 'Containment' on Health Basis

Unable to Find Test for Tar, Nicotine, FTC Lines Up with Health Service

WASHINGTON, Feb. 11—The recent agreement between the Federal Trade Commission and the tobacco industry covering health claims for cigarets (AA, Feb. 8) apparently represents an accommodation of both sides to the curious legal and technical deadlock over dangers involved in cigaret smoking.

At this stage, the government is neither able nor prepared to treat cigarets as a dangerous commodity. On the other hand, it is sufficiently aroused about the health problem so that it is determined to make things rough for the tobacco industry if cigaret companies continue making what it regards as "health" claims.

Having obtained a "no tar-and-nicotine ads" pledge from tobacco companies, FTC's bureau of consultation is mum. "If anything is revealed about the negotiation," it says, "it isn't going to come from us."

■ Even without FTC cooperation, however, it is easy to see that the commission's attitude toward tobacco advertising has shifted in recent months.

Only two years ago, the commission sponsored a conference to develop a reliable test for tar and nicotine claims. Within the past year, it even conducted its own version of the "blindfold test" to help the industry find ways of proving tar and nicotine claims.

Now FTC is no longer trying to develop such a test, although the industry is still active. Instead the commission reportedly is telling tobacco companies that even if a test is developed, this would only be the first hurdle, so far as the

(Continued on Page 116)

Last Minute News Flashes

Bromo-Seltzer Moves to BBDO from W&L

NEW YORK, Feb. 12—The Bromo-Seltzer account has moved to Batten, Barton, Durstine & Osborn from Warwick & Legler, effective April 1. A product of Warner-Lambert Pharmaceutical Co., Bromo-Seltzer has been at Warwick & Legler for about two years. Estimated billings are $2,500,000.

Wool Bureau Names Hockaday to Succeed JWT

NEW YORK, Feb. 12—The Wool Bureau has named Hockaday Associates to handle its advertising, beginning July 1. The appointment came after the bureau viewed 1960-'61 advertising plans prepared by J. Walter Thompson Co., its agency since 1954. The bureau said it plans to spend about $750,000 on promotion this year, excluding merchandising and publicity.

Bogart Named Research Head by BofA

NEW YORK, Feb. 12—Leo Bogart, who in 1958 resigned a top research post at McCann-Erickson to join Revlon Inc. as market research director, has resigned to join the Bureau of Advertising, ANPA, as research chief. He succeeds Howard Hadley, who left the BofA Feb. 1.

(Additional News Flashes on Page 115)

Good Citizen 'Rebels' at False Ads: Kiwanis

Ad Judgment Included in Organization's Quiz on 'Citizenship Quotient'

CHICAGO, Feb. 10—Kiwanis International feels that individual citizenship responsibility includes "rebelling" against false and misleading advertising.

The service club has launched a good-citizenship program "to challenge each individual of each community to appraise his personal citizenship quotient," which the organization calls his "CQ."

■ In a folder which lists 20 statements to be answered by those wishing to measure their citizenship, No. 13 says: "I rebel against false and misleading advertising." The choice of answers: (A) yes,

(B) "once in a while," (C) "advertising is designed to 'sell.'"

Kiwanis allots five points for a yes answer, three points for the second, and one for the third.

Beside the one about advertising, the statements used in the rating concern the individual's interest in politics, government, home, church, safe driving, free enterprise, communism, education and community service.

ADVERTISING AGE asked L. A. Hapgood, director of Kiwanis program development, why a statement about advertising was included in rating an individual's citizenship.

■ "How can we minimize the impact of today's advertising on every citizen?" Mr. Hapgood asked in return. "It's an important phase of our economy."

What about the use of the word "rebel?" AA asked him. He said, "The individual who thinks an ad doesn't tell him the truth—if he's a clear-thinking citizen—he rebels." But Mr. Hapgood cautioned that Kiwanis was not attempting to ask people to boycott products.

He said "the real purpose behind this program is the feeling that the individual has been somewhat lackadaisical in his responsibilities."

■ A similar folder has been printed for youngsters, in which some of the statements have been changed, but the one on advertising remains. Mr. Hapgood says, "the impact of advertising today is something that, consciously or unconsciously, children have to contend with."

More than 200,000 folders have been already distributed throughout the nation and Canada. The program will continue through 1960.

Kiwanis states that those who rate themselves with the "CQ" folder are "more likely to be motivated to better citizenship" than those who do not.

According to Mr. Hapgood, "the concept and philosophy" of the citizenship program will not be confined to Kiwanis. He named the Rexall Drug Co. as one which is already interested and plans to display "CQ" material in its stores.

Kiwanis is suggesting that community businesses and industries sponsor paid advertising spots in all media to bolster the campaign. The service club is attempting to present the program through the cooperation of community media.

S&H, Blue Chip Rivalry Hikes Ads in L.A. Market

LOS ANGELES, Feb. 10—While neither of the major opponents in the trading stamp battle here are saying much in public statements, their use of advertising has made January a banner month for all media.

The non-exclusive Blue Chip stamps, which bowed here on the first of the year under the aegis of the major market chains (AA, Sept. 29, '59), apparently has expended the $350,000 budgeted for the introductory assault.

The tempo will slow, with $150,000 to be spent over the next five months and $180,000 during the remainder of the year. To this Blue Chip stamp advertising must be added that of participating retailers. There is no way to check the extent of this, but its dimensions are indicated by the fact that last Thursday, in one metropolitan newspaper, eight consecutive pages of chain market ad-

(Continued on Page 117)

FCC Outlines Law to Penalize All TV Quiz Riggers

WASHINGTON, Feb. 11—The Federal Communications Commission today rounded out its blueprint of proposals to eliminate deceptive radio-tv program by releasing the text of a proposed law which would impose fines and jail sentences on program packagers, sponsors and others who are parties to rigged quiz shows.

FCC at the same time released its proposals for another law also providing fines and jail sentences for persons who pay undisclosed "payola" to persons engaged in broadcasting.

Both laws are necessary, FCC said, to get at people who are not licensees of the commission. Both would be criminal statutes enforced by U.S. attorneys, and would involve fines up to $5,000 and one year jail sentences.

■ Earlier FCC moved to tighten its own rules to require stations to take safeguards against rigged shows and payola. FCC's proposed rules specify that the fact that a contest that is not spontaneous or an actual match of knowledge must be revealed both before and after the program.

The commission's request for legislation on quiz shows and payola would be consistent with two of the recommendations in the report issued last weekend by the House subcommittee on legislative oversight. So far, FCC has had no comment on other proposals, including the conclusion that networks should be licensed, and the suggestion that the law be amended to tighten up on "trafficking" in licenses.

■ The Federal Trade Commission has offered no encouragement to the suggestion in the committee's report that laws on deceptive advertising be toughened to include widespread use of injunctions, and criminal sanctions against broadcast stations and agencies involved in false advertising cases. Last Friday, however, FTC Chairman Earl Kintner told the Advertising Federation of America meeting here he would not advocate injunction legislation unless experience demonstrates current problems cannot be eliminated through existing law and industry cooperation. #

LAUNCHER—*This is the first ad in a series being launched in April by Amity Leather Products Co. for its French purses in Holiday, Life, The New York Times Magazine, Reader's Digest, The Saturday Evening Post, Seventeen and Vogue. Gordon Best Co., Chicago, is the agency.*

Delson's Mint Packaging Found Not Deceptive

Court Rejects FDA Case, Says Consumer Wouldn't Be Fooled

NEWARK, Feb. 10—The Food & Drug Administration's test case in the deceptive packaging field was tossed out of court today when Raynier J. Wartendyke Jr., federal district judge, ruled there is nothing deceptive about packing of Delson Candy Co.'s "thin mints."

The case reached the court after FDA seized a shipment of mints last year, charging that the long package could induce consumers to expect more mints than they actually received. In his decision today, the judge said testimony by FDA witnesses produced no proof that "adults of normal intelligence would be induced" by the exterior appearance of the package to buy a box in the expectation of getting any particular number of mints.

The case is the first brought in the packaging field by FDA in nearly 20 years. Packaging laws have been virtually unenforceable

(Continued on Page 116)

Newspaper Reps Told How TV Hiked All's Market Share

CHICAGO, Feb. 9—Lever Bros. increased All's share of the detergent market from 3.8% in 1958 to 5% this year since the company moved All's advertising out of newspapers into network television, Blair Vedder Jr., vp and media director of Needham, Louis & Brorby, said today.

In a talk to the Newspaper Representatives Assn. of Chicago, Mr. Vedder pointed out that newspapers were used exclusively in the introduction of All in 1953 (200 newspapers in 180 markets). Monsanto Chemical Co. used newspapers primarily to promote All until it sold the soap to Lever Bros. in 1958. At that time, All had a 3.8% share of the soap and detergent market, ranking in third position, behind Tide and Cheer, he said.

Lever, a heavy user of television, took All out of newspapers and placed it in network tv, Mr. Vedder said. Because the company uses tv so extensively and has multiple products to advertise, it receives discounts up to 25%, he added.

■ He said Lever took a look at newspaper costs and discovered that from 1954 to 1960, the cost per b&w page in some 87 dailies it used had increased 30%. Over that same period, circulations of the 87 newspapers had increased only 6%, he said.

After two years of tv advertising, All has increased its share of market to 5%; the brand still ranks in third place, behind Tide and Cheer, according to Mr. Vedder.

In discussing a national trend of agencies buying less newspaper space and more television time for their clients in the last ten years, Mr. Vedder said that NL&B has bought less newspaper space than the national average.

■ He attributed a sharp drop in newspaper space bought at NL&B from 1958 to 1959 to two things —loss of Quaker Oats business at the end of 1958, and the switch of All from dailies to tv. In 1958, NL&B spent 16.5% of all clients' dollars into newspapers. In 1959, dailies received only 8.6% of the total media budget, or a dollar decline of $2,700,000, he said.

A large space newspaper campaign started last September by Oklahoma Oil Co. has been very successful, Mr. Vedder said. Al-

(Continued on Page 115)

Toronto Cinemas Beef Up Ads as Pay-TV Looms

TORONTO, Feb. 11—There is little, if any, truth in the rumor circulating in New York that a major propaganda war for the entertainment dollar is shaping up here between the principals of this city's new pay-television system and motion picture exhibitors.

Questioned by ADVERTISING AGE today, the Motion Picture Theatres Assn. of Ontario said: "We know nothing about any propaganda war. We are doing nothing to combat pay-tv."

J. R. Nairn of Famous Players Canadian Corp. Ltd., the offshoot of Paramount, which owns Trans-Canada Telemeter, the pay-tv system, also was surprised by the rumor.

"If leaflets are being distributed by some exhibitors in Toronto, I have yet to see them," Mr. Nairn said. "We know of no major opposition here yet."

■ But he added that a group in Montreal apparently has been organized to distribute anti-pay-tv literature. Theme of this campaign, it is understood, is that pay-tv will put independent theater operators

(Continued on Page 8)

Riedl & Freede Sets Brief-Tenure Record on Account—4 Days

CLIFTON, N. J., Feb. 9—Riedl & Freede today resigned an account whose acquisition it announced last Friday.

The client is Prudential Home Owners Club, headquartered in South Orange, N. J. Prudential is a national organization of home owners. By making a phone call, a member can get such services as home repairs and modernization.

The agency and its newly-acquired client had a meeting last Saturday. They found that they disagreed completely on basic policy matters.

Joseph Oliveri, account executive at Riedl & Freede, said, "This probably was the fastest appointment and resignation on record."

Prudential was talking this week to two other agencies. It expects to make an appointment by next Tuesday. F&M Advertising, Newark, previously handled the account. #

Highlights of This Week's Issue

Plymouth launches special six-week fuel-test campaign, backing its "Prove It Yourself" economy solicitation program ..... Page 3

Squirt Co. plans to use a two-phase sampling approach, plus cooperative advertising during 1960 ..... Page 4

Armstrong Cork Co. will increase its use of consumer magazines in its 1960 advertising schedule ..... Page 14

Arno H. Johnson, vp and senior economist of J. Walter Thompson Co., warns the advertising industry that it must prepare now to solve the problems of selling an additional $165 billion worth of consumer products annually ..... Page 20

Harry L. Waddell, exec vp of McGraw-Hill Publishing Co., says specialized taxes on advertising serve only to reduce government revenue in the long run ..... Page 24

Burr L. Robbins, president of General Outdoor Advertising Co., urges re-examination of competitive policies among media, in the interest of eliminating tactics which are detrimental to the entire advertising industry ..... Page 26

Lowell B. Mason, former Federal Trade Commission chairman, says the strengthening of administrative powers in order to counter tv "hanky panky" and payola is comparable to curtailing the due process of law ..... Page 27

Carrier Corp. will double its 1959 advertising budget in 1960 in a three-part campaign to promote air conditioning systems for home and industry ..... Page 28

National Sporting Goods Assn. survey shows sporting goods sales increased more than 8% in 1959 over the previous year ..... Page 30

American Medical Assn. specifies standards for acceptance of advertising in 11 AMA publications ..... Page 32

H. Daroff & Sons schedules a $500,000 spring drive for its Botany 500 Tailored by Daroff suits ..... Page 34

Assn. of National Advertisers releases results of an 11-month-old survey on "Advertisers' practices and attitudes" on the auditing of business paper circulations ..... Page 64

International Business Machines' electric typewriter division launches "Its beauty is just a bonus" campaign ..... Page 67

Victor H. Nyborg, president of the Assn. of Better Business Bureaus, cautions against being "carried away" by the volume of publicity about evils "running rampant" in advertising or the media field or business itself ..... Page 70

Cleveland agency media men urge publishers to avoid rate increase announcements between September and January of any year ..... Page 74

Edward Creel, Federal Trade Commission examiner, says the use by Chas. Pfizer & Co. of fictitious doctor's cards in ads for Sigmamycin was not purposely deceptive ..... Page 76

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DONAL J. O'BRIEN, *vp and director of advertising and sales promotion of Hiram Walker Inc., Detroit, has been named director of advertising and sales promotion for the parent, Hiram Walker-Gooderham & Worts Ltd., a new position in which he will direct advertising for Hiram Walker Inc., Jas. Barclay & Co., Gooderham & Worts, W. A. Taylor & Co. and other subsidiaries. He also will retain his title with Hiram Walker Inc.*

Fuel Use Test Drive Keys New Plymouth Push

DETROIT, Feb. 9—A nationwide advertising "special" for Plymouth automobiles, backing its "Prove It Yourself" economy solicitation program, is being spread over a six-week period, in addition to the regular year-around Plymouth schedule.

The campaign opened last week when the first of six large-space newspaper ads appeared in about 2,500 newspapers.

An extensive spot radio campaign is covering major markets with up to 65 announcements per week in each. On tv the invitation is to be spotlighted each Monday night of its duration by a commercial on the Steve Allen show (NBC).

Materials for complete local promotion and advertising have been supplied by Plymouth to dealers. N. W. Ayer & Son is the agency.

■ The biggest direct mail program ever undertaken by Plymouth will reach 8,000,000 prospects, inviting them to visit a dealer and take a demonstration drive in a car equipped with special testing equipment. This is a device in which fuel is fed directly to the carburetor under precise measurement while the potential customer

ECONOMY METER—*Focal point of Plymouth's special promotion is this "economy meter" installed on the right side of dealer demonstrator models.*

is actually at the wheel and can witness fuel consumption over any road he may select.

The equipment suspends from the door opening of the car, much like a sound device at an outdoor theater, and can be readily transferred from one car to another. Plymouth dealers across the country have been supplied with these demonstration units.

The "Prove it Yourself" drive can be taken in less than half an hour, on any street or highway and under the same conditions encountered in everyday driving in the customer's own car, according to Louis T. Hagopian, Plymouth director of advertising and sales promotion. #

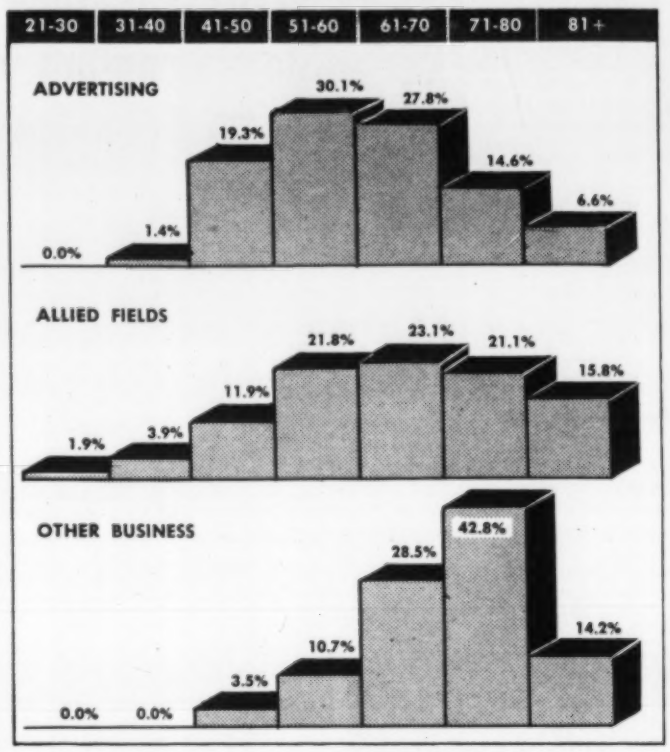
Corcoran Mfg. to Meany

Corcoran Mfg. Co., Long Beach, Cal., has named Philip J. Meany Co., Los Angeles, its agency. The company manufactures brooms, sponge mops and waxers, which are distributed nationally. Initial plans call for the introduction of Merry broom via a test campaign in Salt Lake City. Spot tv and newspapers will be used.

Tropic Breeze to C&W

Tropic Breeze Products, recently formed selling organization for Builders Mfg. Co., has named Cunningham & Walsh, Los Angeles, as its agency. A total budget has not been announced, but $100,000 will be spent in a pilot campaign in March in the Los Angeles-San Diego area.

Breakdown of AA Obits by Age Brackets



In '59 Admen Lived Slightly Longer Than in Decade Before, AA Data Show

Obituaries Reveal Age at Death Was 60.9; Decade Average Was 59.8

CHICAGO, Feb. 10—The average age at death of advertising men in 1959 was 60.9 years, only a slight rise from the 60.3 years average recorded in 1958.

The figures represent averages compiled from obituaries carried in ADVERTISING AGE.

Last year's figure is about midway between the lowest (57.3 years) and highest (63 years) average reported by AA in the preceding ten years. It is a year older than the average for the decade (59.8). The average age at death of admen in past years was:

1949	62.0	1954	61.5
1950	57.5	1955	58.9
1951	57.3	1956	57.9
1952	61.3	1957	63.0
1953	58.8	1958	60.3
		1959	60.9

■ The '59 figures also reveal a slight gain in another category: In 1959, 45.5% of the admen who died were over 61, compared with 43.6% in 1958. The percentage was 60.5% in '57 and 42.6% in 1956.

For purposes of comparison, the Institute of Life Insurance reports the life expectancy for white males was 67.1 years in 1957 (the most recent year for which figures are available).

The American Dental Assn., following a 1955 survey, reported that average age at death of dentists in that year was 68.9 years. This is the same average age reported by the American Medical Assn. after a 1949-51 survey of physicians' deaths.

Figures from the U. S. Public Health Service indicate that in 1958, 9.9% of all deaths of white males occurred in the 45-54 age group; 18% were in the 55-64 age bracket.

The government agency reported that there were about 265,000 white male deaths in the 35-64 age bracket in 1958. Of these, 13.2% were in the 35-44 age group, 30.7% in the 45-54 group and 56.1% in the 55-64 age bracket.

■ Again from AA obituary files, calculations show that the average age at death of persons in fields allied with advertising—publishing, broadcasting, public relations, etc.—was 64.5 years in 1959. This was also a slight rise from the 63.6 years average in 1958. The average was 65.5 years in 1957 and 65 years in 1956.

Among prominent persons in other business fields whose deaths were reported by AA last year, the average life span was 70.9 years. This is higher than in recent years; 64.4 years in 1958, 66.1 years in 1957 and 69.5 years in 1956.

Since the ADVERTISING AGE figures are based only on obituaries carried in its columns, they cannot be considered comprehensive or definitive. #

Ben Sackheim, How. J. Ryan Set Mutual Service Pact

NEW YORK, Feb. 11—Ben Sackheim Inc. has established a Pacific Northwest office, through an arrangement with How. J. Ryan & Son Advertising, in Seattle.

Creative work will be done in Sackheim's New York headquarters, while the Seattle office will handle all other agency functions for that section of the country, according to George B. Pampel, exec vp of Sackheim.

"The Ryan organization is an efficient means of supplementing our agency needs in the Northwest," he said. "At the moment we are chiefly interested in anticipating the expansion of our client, Nationwide Insurance, into the West, but we look forward to additional opportunities as well.

■ "Our arrangement is mutual," he added. "We will serve Ryan here in the East on assignment, where there is no conflict with our own clients' business." #

Friedman Joins Wyman

Lester A. Friedman, a former vp and copy director of Cunningham & Walsh and most recently senior copywriter of Honig-Cooper & Harrington, San Francisco, has been named vp and copy director of Wyman Co., San Francisco.

'Indefensible Position' . . .

Citing of Agencies by FTC May Help Illuminate Agency-Client Relations

Development Could Put Agency in Real Dilemma, Whatever Client Does

Actually, we already have gone beyond the scope mentioned by the attorney general by naming as respondents in several cases the advertising agencies as well as the account executives who participated in preparing and producing television advertisements. The legal responsibility of such persons is now at issue before the commission.

—Earl W. Kintner, FTC chairman, at AFA meeting Feb. 5

By John Crichton

NEW YORK, Feb. 9—The current shift of Federal Trade Commission policy toward the naming of the agency as a respondent in complaints may shed light on an old problem in the agency business. And whether or not it does anything to solve the ancient problem, it certainly may cast new light on the problem of a client and an agency joined in litigation.

For years the agency business has argued over whether an agency is in truth an *agent* of the client, or whether it is an independent contractor. The position of the American Assn. of Advertising Agencies historically has been that the agency is an independent contractor when it assumes liability for the advertising it orders (certainly insofar as credit is concerned), and that this assumed stance is one of the justifications for the agency commission system.

Others have argued—notably Morton Simon, the Philadelphia

(Continued on Page 102)

Now Relations with FTC Are Basis for Agency Selection

NEW YORK, Feb. 10—The Optical Manufacturers Assn., 1475 Broadway, which plans to start a $750,000 industry promotion program this year, is looking for an advertising agency—with the help of 20 questions.

The association sent the questionnaire to "six or seven agencies"; it did not identify them. It has received no replies as yet, but several agencies have indicated they will reply. The association has never advertised and has never had an agency. It is composed of "all the larger" optical companies in the U. S.

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At New England AFA Meeting . . .

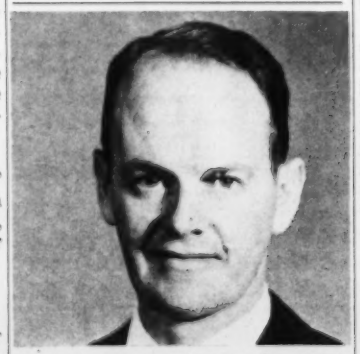
'Soaring '60s' Figment of Rosy Glasses: Brower

BBDO Exec Hits 'Cynics'; FTC's Anderson Says Ad Industry Is 'Defendant'

BOSTON, Feb. 9—The only thing that was really "up" in the latter half of 1959 was the production of rose colored glasses, Charles H. Brower, president of Batten, Barton, Durstine & Osborn, said at the closing session of the New England regional convention of the Advertising Federation of America.

Speaking on "The Year of the Rat" Mr. Brower warned that "rose colored glasses were used in the main for gazing happily into the golden haze that came to be known as the 'Soaring Sixties'."

■ Mr. Brower was featured speaker today before almost 300 admen and women from eight New England clubs. The two-day meeting, first in seven years in the Hub, was hosted by the Advertising Club of Boston, third largest in the nation.



DONALD JENSEN, *formerly with Square D Electric, Detroit, has joined ACF Industries, New York, as advertising and public relations manager. He succeeds Joseph Rice, who resigned.*

Mr. Brower told the admen:

"Inflation is a disease of the American backbone, and can be cured only by large and frequent doses of courage and unselfishness.

"Today, it seems, the only way to be penny wise is to spend the penny—the only way to be pound foolish is to save the pound. Smart people no longer pay debts, they incur them. For, being in debt is another way of passing the bill to your neighbor.

"I have said that inflation is a disease of the American spinal column. What I have not said is that almost all of our troubles come as a result of the same disease. The disease might be called epidemic cynical selfishness—it is the healthy cells of rugged individualism gone.

■ "It might be called the 'me-first-itis,' or 'make way for No. 1,' or 'good guys finish last,' and it is about as far away from the golden rule as it is possible to get."

He pointed to rigged television shows as one of the symptoms of our time. "We were all properly indignant about this spectacular form of coast-to-coast cheating. But we do not read the message right if we all decide to chop down antennas, or even if we heap too much blame upon the young and uneasy industry in which it occurred.

"And it is not for Charles Van Doren that we should mourn. It is for the rich, the poor, the brilliant, the ordinary, the gifted, the unskilled, the taxi drivers and the professors—for all the people who took the fixing quite in stride and never complained until one man felt that he had not been paid enough.

"There are plenty of rigged quizzes that are not on tv, you

know. Take the one in which Uncle Sam asks us each year how much money we earned last year, and then hires 50,000 men to make sure that we do not cheat.

■ "Our business today is getting more than its share of the attention of those in the government. Certainly, any one who attended our mid-winter conference will find little difficulty in understanding that we, as an industry, are looked upon as transgressors.

"But let no one think that the root of all our country's evil has been belatedly discovered within our midst or that we have cornered the market on deviousness. No, whatever evil there is in the advertising industry—and I for one am sure that we have even less than our share—is but a sign of our time."

■ At the opening session of the convention, Sigurd Anderson, Federal Trade Commission member, told the admen the advertising industry itself is the real defendant in the current radio-tv payola investigations.

"The year 1959 was a bad year for advertising," he said. And disclosure of rigged shows and payola have so shocked the nation, he said, "advertising in 1960 is up for censorship. And, even beyond advertising, competition itself is on trial. Free enterprise is at the crossroads."

■ Advertising's obligations in 1960 were discussed by Donald H. McGannon, Westinghouse Broadcasting Co. president.

He pointed out that since inception of the tv code in 1952, the number of tv stations has grown 500%; the number of tv sets by 150%; and ad expenditures in the television field by over 300%.

"Bait-and-switch advertising has almost disappeared from television," he said, and "the overreaching of the pitch man has gone by the boards and the ruse created by the men-in-white has vanished from the television screen.

"Broadcasters," he said, "must stand together in opposition to advertising matter of any other kind of program substance that clearly and violently offends public taste or is deceptive. I do not believe the time will arrive when there will not be honest difference of opinion between creative agency people and broadcasters."

■ William K. Beard, president of Associated Business Publications, asserted that opportunities for business paper growth in the 1960-'70 decade will be vastly enhanced if more advertising agencies solve the compensation system problem involved in the profitable handling of business paper advertising.

John P. Cunningham, president of Cunningham & Walsh, discussed proposals he has made in the past (AA, May 18, '59) for (1) full editorial responsibility by the networks and station operators, (2) a long-term study on whether the current sponsorship method is in the public interest and (3) establishment of a nationwide, noncommercial educational tv channel.

Squirt Sets Home, Store Sampling in Its '60 Campaign

Los Angeles, Feb. 9—Seeking the "greatest impact possible from every advertising and promotion dollar at the local level," Squirt Co. will put a major share of its advertising dollar in 1960 in a two-phase sampling approach, plus cooperative advertising.

According to John L. White, director of sales, the new sampling approach will combine in-store sampling with house-to-house sampling. Basically, the promotion is designed to put Squirt into the hands of the approximate 5,000 persons represented as customers of a typical major supermarket over an average weekend.

The first phase consists of giving away a specially designed two-bottle carton of Squirt to everyone passing through the store's checkout stand. The consumer must pay the customary 2¢ bottle deposit.

In the same market the next weekend, a two-bottle carton is fastened piggy-back on a regular six pack. The extra two bottles are free with purchase of the six pack.

■ Mr. White said, "This one-two punch is the most logical way to introduce Squirt to new customers. It is only natural that a consumer sampled with two free bottles one week will be attracted to a second pair of free bottles, even when they are a part of a regular six pack."

Squirt franchise bottlers will be furnished an integrated media advertising and point of purchase display program, employing a new theme for 1960, "The drink with the happy taste." A special promotion package will be available for the Squirt Glow-Ball push, which emphasizes its use as a mix.

Hugh McKellar, director of advertising and sales promotion, said the media program embraces two distinctly different newspaper campaigns, that will "permit every bottler, regardless of his volume, to create a substantial impact in his marketing area." Also available are tv and radio spots, and billboard designs.

Premium offers available to Squirt bottlers include six imprinted pencils for 25¢ plus a six pack coupon, and salt and pepper shakers.

Plans for national advertising, which last year was based on special tie-in promotions, have not yet been released.

Honig-Cooper & Harrington, Los Angeles, is the agency. #

SAMPLING FOLLOW-UP—*The Squirt Co. is cooperating with its franchise bottlers in 1960 in an effort to sample all customers of selected markets with two free bottles, following this the next week with the offer of two more free bottles with each six-pack purchased.*

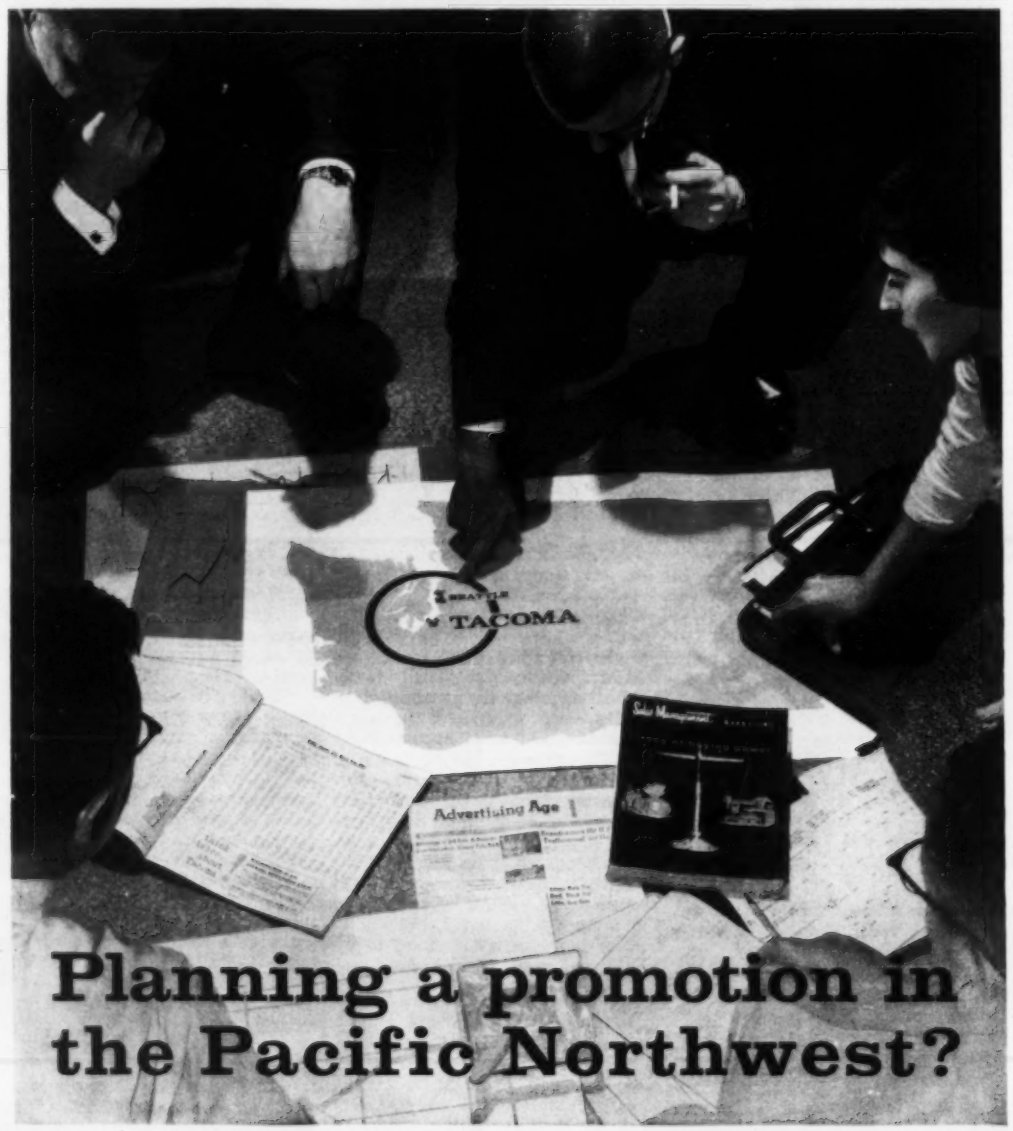
Bishopric/Green Adds Radcliffe as Division

Bishopric/Green/Fielden, and its affiliated public relations company, Woody Kepner Associates, both of Miami, have acquired a new division, Radcliffe Advertising, Jacksonville, to be headed by Harry Radcliffe.

Mr. Radcliffe formed his own agency in 1958, after serving as advertising manager of Florida State Theaters and Duval Jewelry.

Promotion Researchers Opens

Promotion Researchers, a company which provides specialized services of inquiries handling and evaluation, has been established at 147 E. 50th St., New York.



Planning a promotion in the Pacific Northwest?

THINK TWICE ABOUT TACOMA

First: always think of Tacoma as a vital segment of the dominant Puget Sound Circle—biggest market in the Pacific Northwest.

When your sales forces work this Puget Sound market, nine times out of ten they cover retail outlets in both Seattle *and* Tacoma *at the same time.* When distribution and merchandising is set in *both* metro areas, the advertising breaks.

Unless it breaks *in Tacoma at the same time,* a good quarter of your sales-merchandising effort is wasted.

That's because of the second thought you have to keep about Tacoma.

It's a market that can *not* be covered by *any outside newspaper* or any combination. Only the dominant Tacoma News Tribune—now delivering more than 85,000 daily—can do the job.

Ask the man from SAWYER-FERGUSON-WALKER and get the facts

Would you settle for a *242% SALES INCREASE in 1960?

That's what a famous manufacturer achieved—a big 242% increase in sales to America's Newest Families when he sampled his product through BRIDAL-PAX.

BRIDAL-PAX is a new idea in sampling. Non-competing products are packaged in an attractive kit. They're presented with the manufacturers' best wishes to more than 500,000 new brides and grooms *just when they are deciding their brand preferences for a lifetime.*

If you want to increase your sales for years to come, use BRIDAL-PAX in 1960!

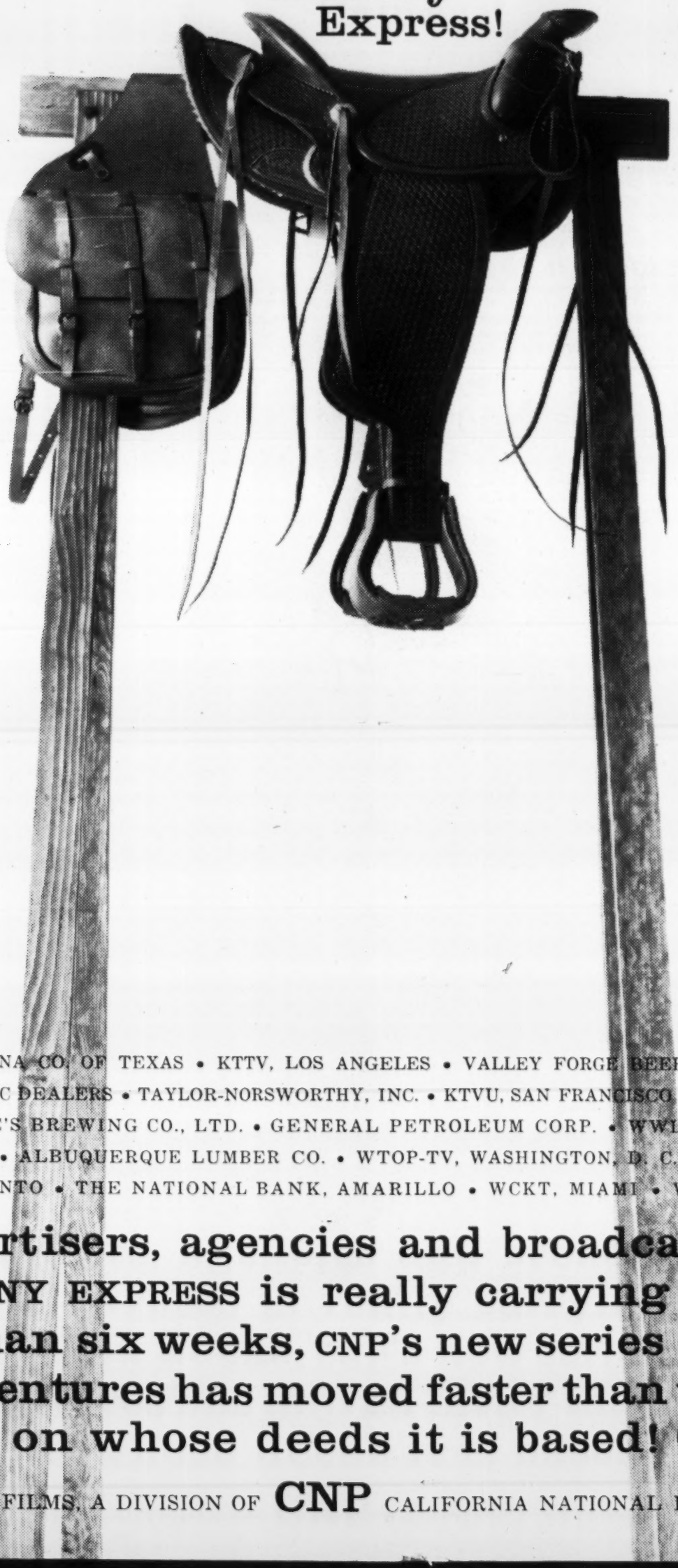
An inexpensive Test Program can be tailored for *your* product in any area you wish. Phone or write to

BRIDAL-PAX INC.

Controlled Product Sampling
25 Hempstead Gardens Drive
West Hempstead, L. I., N. Y.

*Fact Finders, Inc.

IV 5-0660



AMERICAN PETROFINA CO. OF TEXAS • KTTV, LOS ANGELES • VALLEY FORGE BEER • WLW-A, ATLANTA • GENERAL ELECTRIC DEALERS • TAYLOR-NORSWORTHY, INC. • KTVU, SAN FRANCISCO • MERCANTILE BANK, DALLAS • O'KEEFE'S BREWING CO., LTD. • GENERAL PETROLEUM CORP. • WWL-TV, NEW ORLEANS • GRAY & ROGERS • ALBUQUERQUE LUMBER CO. • WTOP-TV, WASHINGTON, D. C. • LONE STAR BEER • KXTV, SACRAMENTO • THE NATIONAL BANK, AMARILLO • WCKT, MIAMI • WTAR-TV, NORFOLK

For advertisers, agencies and broadcasters like these, PONY EXPRESS is really carrying the mail. In less than six weeks, CNP's new series of 39 half-hour adventures has moved faster than the heroic couriers on whose deeds it is based! Climb on!

NBC TELEVISION FILMS, A DIVISION OF **CNP** CALIFORNIA NATIONAL PRODUCTIONS, INC.

Rating Elite Doesn't Correlate . . .

Sticking to 'Rules' Doesn't Guarantee Identification of Sponsor: Trendex

Du Pont, Firestone, P&G, Bristol-Myers Get Low Identity Scores

By Maurine Christopher

NEW YORK, Feb. 11—Proponents of magazine plan tv advertising can come up with some sound arguments for their case by analyzing the latest Trendex sponsor identification report.

The gist of the argument is this: That report shows that most people don't seem to know who sponsors most nighttime network shows. As in the case of all generalizations, there are some brilliant exceptions—such as Dinah Shore's projection of the Chevy image and Ernie Ford's success with a car that is conveniently named Ford.

But for every Dinah and Ernie there are dozens of comedians, emcees, cowboys and private eyes whose sponsors remain unknown entities to most viewers.

Since this is true, the argument progresses, why should an advertiser spend a premium to be associated with a particular program or entertainer if his image as sponsor is not getting across to the public?

Why not some kind of magazine plan, participating sponsorship scheduling—especially if this kind of tv will cost an advertiser less and enable him to spread his dollars around more for greater reach and frequency?

There is, of course, another side to this argument, and any advertiser or agency which is doing well in the identity sweepstakes can present it forcefully.

Trendex doesn't compute the average identification ranking for all shows, but it does publish averages for categories of programming. For the December-January report, these ranged from 14.6 for adventure series to 62.7 for variety-comedy-music shows. Variety entertainment invariably does well at impressing the viewer with the name of the company which is paying for the show.

In this numbers game, the gods always appear to favor: (1) Shows with the sponsor's name in the title and/or almost constantly on the screen during the telecast; (2) shows built around dominant personalities who participate, at least to some degree, in the commercials; (3) shows sponsored by a single company, or two at most; (4) shows that have been with the same sponsor for a relatively long time; (5) shows of a light-hearted nature, as opposed to programs dealing with violence, intense drama or documentary subject matter.

■ There generally is no correlation between peak program popularity and sponsor identification excellence. None of the top ten in the rating list made the top ten in sponsor identification.

Trendex gives the viewer every chance in the world to have his answer counted correctly. For example, "This Is Your Life" is presented by P&G's Prell and Joy. But a respondent's answer is counted in the correct column if he mentions any product in the P&G family as the sponsor of this particular show. The answers are separated into three columns in this report—correct, misidentification and "don't know." More often than not, the top-heavy column is the "don't knows."

Among the advertisers who could well have concern over the "don't knows": Du Pont for "Du Pont Show of the Month" (50.9), despite the prudence of having the company name in the show title; Firestone, whose "Eyewitness to History" (69 3) was directed to the more informed citizens, who would be expected to be appreciative of this kind of enlightened tv sponsorship; Prudential for "20th Century" (54.4), a long running series in the same time spot on the same network; Bristol-Myers for Alfred Hitchcock (69.4), whose sly insinuations on behalf of his sponsor may not be taking root, and P&G for "Real McCoys" (69.3), with a poor showing despite full sponsorship of this series. #

TV Rating Leaders Fall Behind in Sponsor Identification Competition

Rating Rank	SI Score	Program Rating
1. Wagon Train (Ford, National Biscuit, R. J. Reynolds, NBC)	35.1	34.0
2. Gunsmoke (Liggett & Myers, Remington Rand, CBS)	51	32.5
3. This Is Your Life (P&G, NBC)	45	31.9
4. Real McCoys (P&G, ABC)	28	31.0
5. Red Skelton (S. C. Johnson, Pet Milk, CBS)	72.7	30.1
6. Danny Thomas (General Foods, CBS)	51.2	29.9
7. What's My Line (Sunbeam, CBS)	44.9	28.8
8. Markham (Schlitz, CBS)	Not reported	28.2
9. Price Is Right (Speidel, Lever Bros., NBC)	61.6	27.5
10. Perry Mason (Several sponsors, CBS)	19.3	27.2

Note—These Trendex ratings are from the January report. The sponsor identification figures are from the Trendex tv advertisers report covering December and January. All interviewing is done in the first week of the month.

Network TV Sponsor Identification Leaders

December 1959-January 1960

	Trendex SI Score
1. Lawrence Welk (Dodge, ABC)	90.8
2. Dinah Shore (Chevrolet, NBC)	87.8
3. Ernie Ford (Ford, NBC)	84.4
4. General Electric Theater (CBS)	80.9
5. Ozzie & Harriet (Kodak and Quaker Oats, ABC)	79.4
6. Philadelphia Story (Westclox, General Mills, CBS)	76.4
7. Big Party (Revlon, CBS)	75.8
8. Pat Boone (Chevrolet, ABC)	75.6
8. I've Got a Secret (R. J. Reynolds, Bristol-Myers, CBS)	75.6
10. Alcoa Presents (ABC)	74

'Atlantic,' 'Harper's,' 'Redbook' Boost Rates, Guarantees

Atlantic, Harper's Magazine and *Redbook* have set new circulation guarantees and ad rates effective in July. *Atlantic* will increase its guaranteed average yearly net paid circulation from 240,000 to 255,000 and will boost its b&w page rate from $1,950 to $2,100. *Harper's* will raise its guaranteed circulation from 200,000 to 220,000 and increase its b&w page rate from $1,675 to $1,875. *Redbook* will raise its guarantee from 2,850,000 to 3,100,000 and will boost its b&w page rate from $10,260 to $11,160.

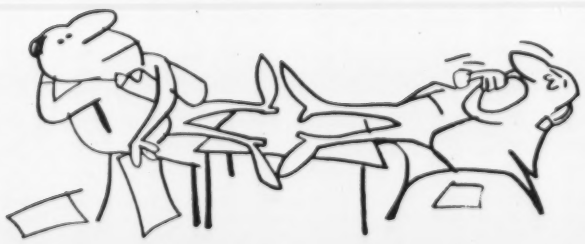
North American Names Pease

North American Van Lines, Fort Wayne, Ind., has appointed Calvin D. Pease manager of merchandising. Mr. Pease was formerly manager of marketing administration and promotional planning in the specialty transformer department of General Electric Co.

"Jones, here's the story."

"Johnny, the boss says it's hot!"

"Smith, this is important."



"Biggs, we're snowed under! We need help!"

When this happens to you, remember Jam Handy is in business to supply the creative and specialized help you may need to lighten that load. Give us a call.

The JAM HANDY Organization

NOTHING SELLS PRODUCTS AND IDEAS LIKE IDEAS

MOTION PICTURES • DRAMATIZATIONS • PRESENTATIONS • VISUALIZATIONS • SLIDEFILMS • TRAINING ASSISTANCE

CALL NEW YORK, JUdson 2-4060 HOLLYWOOD, Hollywood 3-2321 DETROIT, TRinity 5-2450 DAYTON, ENterprise 6289 PITTSBURGH, ZEnith 0143 CHICAGO, STate 2-6757

P IS FOR PAGES

Business already on the books for the first six months shows the Post with a "go like Sixty" gain of 111 – one hundred eleven – pages over last year! (Flash – February just closed with a 12% page gain!)

O IS FOR ONE

The new Ad Page Exposure study of all three magazines in the Post's field shows the Post is the number One buy for reach frequency and response!

S IS FOR $ SIGN

Each year for the past two years the Post has increased its dollar share of the market in the general weekly field. Advertisers have already booked $7,364,000 *more* in the Post for the first half of this year over the same period last year!

T IS FOR TOP ADVERTISERS

Late flash! New in the Post, or exclusive in the Post's field, with big schedules for 1960:

AIR FRANCE

DIXIE CUP DIVISION OF AMERICAN CAN CO.

DUKE OF DURHAM, LIGGETT & MYERS

GENERAL DYNAMICS CORPORATION

THE GILLETTE CO.

HIRE'S ROOT BEER

LAWN-BOY, division of OUTBOARD MARINE CORP. CORPORATION

SCOTT PAPER CO. (Corporate)

SCOTT PAPER CO. (Scotkins)

UNITED STATES INDEPENDENT TELEPHONE ASSOCIATION

...AND

A CURTIS MAGAZINE

The Saturday Evening POST

THE INFLUENTIALS' MAGAZINE

IS FOR YOU!

Toronto Cinemas Beef Up Ads as Pay-TV Looms

(Continued from Page 2)

out of business. Evidently none of this literature has been circulated in Toronto.

Nevertheless publicly-owned and private television stations, together with most movie theaters, are expected to beef-up and glamorize their fare when advertising-free, pay-tv goes into operation here on a big scale. The pilot project, first of its kind in North America, is being watched intently by show people all over the continent, but most especially by advertising-conscious broadcasters and customer-hungry independent theater operators.

■ The pay-tv system is being installed in Etobicoke, a west end suburb of Toronto, where field tests have been conducted in selected homes for several months.

Telemeter expects to start operations Feb. 26. Beginning Feb. 28, out of New York, it will carry four Sunday evening out-of-town Toronto Maple Leaf hockey games on a test basis. The arrangements were made with Imperial Oil Ltd. through its broadcast agency, MacLaren Advertising. Imperial sponsors national league games in Toronto and Montreal. It will not sponsor the four games to be seen on Telemeter.

■ Since pay-tv operates on a closed-circuit system, it is not subject to regulation by the Board of Broadcast Governors, which controls public and private broadcasting in Canada.

Observers here point out that this eventually may lead to a propaganda war, since broadcasters soon will be required to televise 55% Canadiana regardless of the quality, let alone saleability, of the programs.

Working with Bell Telephone Co. of Canada, Telemeter is stringing 93 miles of coaxial cable for the system in Etobicoke. Forty miles of cable have been strung to date.

■ When a street is equipped with coaxial cable, pay-tv engineers take over from Bell and make cable drop-offs into client homes. Pay-tv units are being sold by door-by-door salesmen. As of today, the system has 2,500 subscribers. As soon as more equipment becomes available and engineers are able to install it, Telemeter expects to get another 2,500 subscribers, target for its first phase of operation.

But the company maintains that Etobicoke has a potential 40,000 customers, the maximum the present studio on Bloor St. W. can handle economically.

■ About the size of an airline overnight bag, the pay-tv attachment costs $5 a year, or roughly the same price as a telephone installation. There is no monthly charge. Rates for various shows will run from 85¢ to $1.25.

The system has three channels. Channel A will feature current movies, Channel B older movies or videotaped productions, and Channel C local news, sports and public service programs.

There will be no advertising on any of the three channels, the addition of which to the average television set will give subscribers in Etobicoke a choice of eight channels—five free and three pay-as-you-watch.

The pay tv attachment takes 5¢, 10¢, 25¢ and 50¢ coins. Program information and prices are broadcast daily to subscribers. #

14 Companies Aim Mailing of 24 Offers at 16,000,000 Families

NEW YORK, Feb. 10—A combined mail promotion by 14 companies went out this week to 16,000,000 families in major metropolitan markets.

The mailing was produced by O. E. McIntyre Inc., direct mail marketing organization, and involved 24 different offers, from a roster of advertisers, including General Foods (Tang and Birds-eye dinner); *TV Guide; Life; Time; Popular Science;* Green Giant beans; Le Sueur peas; Wesson Snowdrift; Blue Plate mayonnaise; Filbert margarine and mayonnaise; Hunt's paste; Snider's catsup; Sugar Creek Creamery; Old Dutch coffee; Ford, and Mercury.

As a follow-up, another cooperative mailing is scheduled for April, which will cover 20,000,000 families in the U.S. and 1,000,000 English-speaking families in Canada.

■ Randall P. McIntyre, exec vp of the direct mail house, said, "This mailing was different from most cooperative promotions because of the variety of participants, particularly in the non-grocery field. Cooperative mailings in which basic list selection, addressing and postage costs are spread among many advertisers are going to be increasingly popular with advertisers as postage rates and other costs continue to rise," he commented. #

'IM' Revamps Its Business Paper Ad Volume Tabulation

CHICAGO, Feb. 10—Using a new method of tabulating advertising volume among 344 selected business publications representing all segments of industry and business, *Industrial Marketing* reported over-all January ad page volume to be 0.9% above the same month last year.

Publications serving the institutional field showed the greatest page volume percentage increases in January. Transportation and manufacturing industries publications ranked second and third respectively.

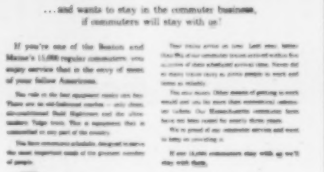
■ *Industrial Marketing* changed the format previously used for its statistical tabulation of ad volume in business publications because of industrial marketers' trend toward increased use of Standard Industrial Classification codes.

Based on industry titles from *IM's* annual Market Data issue, publications are now grouped by field or industry they serve. In past years publications have been classified under titles of "industrial," "class," "product news," etc., omitting correlation with the specific field or industry served by the respective publications.

Yes,

there is a railroad that likes commuters

...and wants to stay in the commuter business, if commuters will stay with us!



BOSTON and MAINE RAILROAD

PROUD RECORD—*Boston & Maine Railroad is running page ads like this one in Boston dailies and weeklies throughout Massachusetts. In a switch from other rail carriers, it proclaims positively that it likes its commuters. Harold Cabot & Co., Boston, is the agency.*

Dailies' Ad Volume Hit $3.5 Billion in '59, Lipscomb Says

PHILADELPHIA, Feb. 10—A record $3,517,000,000 was spent in newspaper advertising in 1959, over the $3,192,800,000 in 1958, Charles T. Lipscomb Jr., president of the Bureau of Advertising of the American Newspaper Publishers Assn., said here yesterday.

Mr. Lipscomb told members of the Poor Richard Club that newspapers' share of total advertising expenditure increased from 31% (1958) to 31.7% (1959) of a total of some $11 billion spent last year. He said use of newspaper advertising has increased despite the fact that tv is still in a growth phase.

Mr. Lipscomb stressed the firm position of newspapers when it comes to turning down advertising that is false, misleading or unethical. He said a survey conducted in 1958 among 219 newspapers revealed that these newspapers turned down some $9,000,000 of advertising that "wasn't up to standards."

■ He outlined the bureau's current promotion plans; the theme this year is: "The total selling medium is a daily newspaper." Two-week promotional efforts will be aimed at the food, auto and appliance industries. #

CBS Sales, Income Up

The consolidated net income of Columbia Broadcasting System, New York, totaled $25,267,000 for the 52-week fiscal year ended Jan. 2, 1960. This compares to $24,429,000 earned during 52 weeks in 1958. During the record year of 1959, net sales went up 8% and net income increased 3%. Consolidated net sales for 1959 hit $444,311,000—a gain of $32,511,000 over the 1958 level.

Business Paper Ad Volume by Industry

In Pages, 1958-'59; Source: 'Industrial Marketing'

Industry Division	1960	1959	Page Change	Percent Change
Manufacturing	12,263	11,669	+ 594	+ 5.1
Transportation	2,717	2,545	+ 172	+ 6.8
Mining	614	601	+ 13	+ 2.2
Petroleum & Gas	1,547	2,098	− 551	−26.3
Construction	6,616	6,603	+ 13	+ 0.2
Food	1,152	1,125	+ 27	+ 2.4
Services & distribution	4,625	4,772	− 147	− 3.1
Institutional	2,790	2,569	+ 221	+ 8.6
Government	462	460	+ 2	+ 0.4
Export-import	1,224	1,259	− 35	− 2.8
Farm & fisheries	199	217	− 18	− 8.3
Total	**34,209**	**33,918**	**+ 291**	**+ 0.9**

'Chicago Sun-Times', 'News' Set Some Combination Rates

CHICAGO, Feb. 11—Combination rates for newspapers appeared in Chicago this week with the announcement that certain sections of the Saturday *Daily News* and Sunday *Sun-Times* (both owned by Field Enterprises) can be purchased in tandem.

Although Walter Kurz, advertising director of the *Chicago Tribune*, would issue no comment, it was expected that for competitive reasons the *Tribune* and *American* (both owned by the Chicago Tribune Co.) will soon offer similar combination rates.

The *Daily News-Sun-Times* voluntary combination rates will become effective March 5, when an expanded Saturday *News*—tentatively titled the *Weekend Chicago Daily News*—bows, replacing its Triple Streak Saturday editions. The *News* is not published on Sunday.

■ National and retail ad rate reductions of about 20% for combination use will be available in the *News'* and *Sun-Times'* tv booklets and resort and travel sections. Combined rates for retail advertisers only will be offered for the comics sections of the two dailies. Retailers also are eligible for a 35% discount in the Saturday *News* if the same ad has been run within the previous five days.

In addition, the two dailies are also considering a voluntary combined rate for the two roto magazines—*Chicago Life* and *Midwest*—at a 10%-15% saving.

As an example of the new rate structure, a b&w page in either daily's tv booklet costs $1,008 at the retail rate; under the combination system the retail page rate drops to $816—both for $1,632.

■ When the Tribune Co. purchased the *American* in 1956, it was indicated that selling would be completely competitive. A similar plan was made when Field enterprises, owner of the *Sun-Times*, purchased the *News* in 1959.

The first signs of combination selling appeared recently, when both owners offered reduced rates for insert sections of eight pages or more when run in both papers within a week. Only one or two large Chicago retailers have used this combination.

The *Weekend Chicago Daily News* will be an expanded six section edition designed to compete for weekend readership with the other three newspapers, which have Sunday editions.

■ The *TV News* will carry its own editorial content, but will duplicate the listings now being run in the *TV Preview* of the Sunday *Sun-Times*.

Price of the Saturday *News* will increase from 12¢ to 15¢. The *News* will break teaser ads for the new Saturday edition Feb. 15, and will follow with page ads, truck posters and newsstand cards. Radio and tv spots will be added beginning Feb. 29. #

Transcontinent Boosts Bellus

Dan Bellus, formerly general sales manager of KFMB, San Diego, Cal., has been appointed director of advertising and promotion for all stations owned by Transcontinent Television Corp., New York. Mr. Bellus succeeds Gordon Hellmann, who resigned.

Denney Tag Appoints Page

Denney Tag Co., West Chester, Pa., has appointed Louis A. Page sales promotion manager. He formerly was general manager of the North American Publishing Co., Philadelphia.

Old Gold Revives King-Size; May Withdraw Longs

NEW YORK, Feb. 11—P. Lorillard Co., which in 1958 scrapped its Old Gold king-size length to market the cigaret in the "long" size, is now switching back to the king-size in a soft package.

Two years ago (AA, Jan. 20, '58), the company brought out Old Gold straights in two sizes, regular (70mm) and long (80mm). Formerly it had marketed its regular plus a king-size Old Gold. At the same time, the cigaret maker redesigned its Old Gold package, marketing regulars in a standard soft pack, and longs in a crush-proof box.

The company indicated this week that the king-size length (85 mm) in the soft pack will be in addition to Old Gold regulars and long, but ADVERTISING AGE learned that the long size may be discontinued after current stocks are sold out.

■ Re-introduction of the king-size, non-filter cigaret will begin later this month via a heavy spot tv schedule in some 50 major markets. Ad copy will emphasize a "new, richer blend" that is "tender to the taste." Heavy emphasis is also expected to be placed on the elongated cigaret's standard soft package. Lennen & Newell is the agency.

P. Lorillard said the king-size length was dusted off and reintroduced in the soft pack because of "increasing popularity" for the longer size among non-filter smokers. This is coupled, the company said, by a "declining demand for regular and long size cigarets."

Richard Kieling, director of Market Research for P. Lorillard, told AA that the switch to king-size is primarily a change in Old Gold packaging, rather than in the cigaret itself. He noted, however, that the kings will be marketed as an improved blend with low tar and nicotine content.

■ He said two factors influenced the company's decision to reintroduce the longer-size cigaret—the declining popularity of crush-proof boxes and the "consistently good" showing of American Tobacco Co.'s Pall Mall.

But the major reason for reintroduction of kings, Mr. Kieling said, was the slide in popularity, especially among men smokers, of the crush-proof box.

"The feeling in the industry is that the box has lost its popularity," he said. "Proof of this is that all the cigaret companies using the box have suffered moderate to severe losses." He added that brands such as Parliament and Marlboro, ones heavily committed to the so-called flip-top box, have brought out soft packages and have played down the box in their advertising (AA, June 15, '59).

"And since we at Lorillard had a consumer franchise in the regular and king-size markets, it seemed logical to stay in the king-size by reintroducing Old Golds in the king-size length and in the soft package.

"When contrasted with the regular non-filter market today," he added, "the king-size cigarets, with the exception of Camel, seem to be be the only brands holding up." #

Shulton Names Sivy

George R. Sivy, formerly assistant retail trade promotion manager of McKesson & Robbins, has been appointed sales promotion manager of Shulton Inc., New York, toiletries manufacturer. He succeeds Edmund Jackson, who was recently named brand advertising manager.

IN 1959,
THE CHICAGO TRIBUNE
ADVERTISING REVENUE
EXCEEDED $71,000,000—
$49,000,000 MORE THAN ANY
OTHER CHICAGO PAPER—AND
A NEW ALL-TIME HIGH IN
ADVERTISING LINAGE!
NEW RECORD!
Also on the hit parade in 1959:
• 56,237,000 lines of advertising—an all-time high!
• 30,000,000 lines more than the next Chicago paper!
• A gain of 6,000,000 lines—12% over 1958!
• A greater gain than that of all other Chicago papers combined!
• An all-time high in advertising of department stores, furniture and household stores, food stores, real estate, hotels and resorts, publications and transportation!
• An all-time high in newspaper color—800,000 lines gain over 1958!
• U.S. leadership in general grocery advertising!
IN 1960, THE CHICAGO TRIBUNE CAN SELL MORE GOODS AND SERVICES FOR YOU THAN ANY OTHER MEDIUM IN MID AMERICA. PLAN TO MAKE IT YOUR BASIC BUY.

Disneyland Sets Rental Plan

Disneyland will be available to business and industry on a rental basis in the future. A new "special party" plan makes available all rides and attractions in Disneyland, on an exclusive basis, for a full evening, during the period from Sept. 15 through May 30. Rental involves a minimum guarantee of $14,000. The plan has been designed primarily for use as an entertainment feature in connection with dealer meetings, trade shows, conventions or employe outings.

Giroux Campaign Hits

A crash campaign by Giroux Co. for Giroux grenadine aspic, motivated by the cranberry scare, was an unqualified success, according to a report by the company and its agency, Ben B. Bliss Co., New York. Newspaper ads of 33 and 40 lines, ran in New York, Boston, Detroit, Chicago, Washington and Hartford during the Thanksgiving, Christmas and New Year weeks. Among the headlines used were: "What . . . no cranberries?"; "Cranberry Shy?" and "Who Needs Cranberries?" A free recipe booklet was offered.

Melind Names Jacobi

Louis Melind Co., Chicago, maker of rubber stamps and allied products, has named Frank C. Jacobi Advertising, Chicago, as its agency. Advertising will be in trade journals, catalogs and direct mail.

Some markets are just naturally loaded

Take Cleveland, for instance. A combination of a compact, easy to reach area plus a high family income ($7,381) and you get a market with

Retail Sales LARGER than any one of 35 entire States.

RETAIL SALES IN CLEVELAND AND ADJACENT COUNTIES

COMMODITY	CLEVELAND CUYAHOGA COUNTY (000)	26 ADJACENT COUNTIES (000)	TOTAL (000)
Total Retail Sales	$2,183,389	$1,816,558	$3,999,947
Retail Food Sales	580,592	479,486	1,060,078
Retail Drug Sales	85,464	51,380	136,844
Automotive	353,778	337,921	691,699
Gas Stations	145,825	165,980	311,805
Furniture, Household Appliances	113,896	91,658	205,554

(Source, Sales Management Survey of Buying Power, May 10, 1959)

*Akron, Canton and Youngstown Counties are not included in above sales

Whatever you sell in Greater Cleveland you'll sell more of it in The Plain Dealer

And you really sell this market in

The Cleveland PLAIN DEALER

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network.

DISTINCTIVE—*This is one of the four-color ads Remington Rand's electric typewriter division will use in its 1960 campaign in Business Week, Fortune, Nation's Business, Newsweek, Time, U.S. News & World Report and Wall Street Journal. Gardner Advertising, New York, is the agency.*

Consumers Union Finds Advertiser's Life No Bed of Roses

NEW YORK, Feb. 9—Consumers Union, publisher of "Consumer Reports," made a rather inauspicious debut as a television advertiser last week.

The Mount Vernon, N. Y., product rating organization bought a one-week participation on WNTA's "Play of the Week," the two-hour dramatic show that becomes fully sponsored next week by Standard Oil Co. (New Jersey).

CU prepared a 60-second intermission spot which (1) praised the WNTA show as "good television programming"; (2) featured the product tests and special articles of "Consumer Reports" and (3) offered a sample copy of the January issue for 10¢.

When the time came for transmission of the first spot on Monday night, however, all was confusion. The commercial began in the middle, the picture flickered and the voice-over did not correspond to the visual portion.

The station explained to CU that its tape machine had broken down. Last night everything went according to plan. CU is getting a rebate for the first night mishap.

■ The CU spot was placed directly. CU last year appointed its first agency—Maurer, Schuebel & Fleisher—but Jonathan Leff, who now occupies the newly created position of public information director of CU, told ADVERTISING AGE that the organization is now once again agencyless. #

Lindsay Buys Net Radio Show

Lindsay Co., St. Paul, Minn., manufacturer of automatic water softening equipment for the home, is using national broadcast media for the first time this year and is sponsoring Paul Harvey newscasts on 140 ABC radio outlets. The company also plans to support the radio ads with a campaign in magazines and trade publications. Biddle Co., Bloomington, Ill., is the agency.

Montreal Daily Names Cresmer

The *Montreal Gazette* has appointed Cresmer & Woodward as its U.S. national advertising representative. Gilman, Nicoll & Ruthman, New York, was the former representative.

Electric Eye Names Agency

Grubb & Petersen Advertising, Champaign, Ill., has been named by Electric Eye Equipment Co., Danville, Ill., to handle its advertising.

Response is the surest proof of interest...in penguins or people. And every week readers in 18,950,000 homes respond to LIFE. If past performance is any guide, this week they will respond...

To the imagination of Gordon Parks whose camera captures the mood of 10 American poems in 10 pages of haunting full-color photographs.

To the insight of master of intrigue, Eric Ambler, who reports on one of the greatest courtroom circuses of the century, the Finch Murder Trial.

To a new fashion idea that puts kimono sleeves even on tweeds!

Such response to LIFE benefits the hundreds of goods and services American business advertises in it, helps make "Advertised-in-LIFE" the most significant media symbol in selling today.

RESPONSE IS A FACT OF ADVERTISED IN **LIFE**

The Editorial Viewpoint . . .

The Joys of Self-Examination

Last week the advertising business, with its capacity for overdoing things, managed to have two meetings concerned with the problem of advertising and a more vigilant government. It was inevitable that the material of the two meetings was somewhat repetitive. The differences between the ANA's "emergency" meeting and the well-planned AFA conference are reflected in the programs which emerged from the two meetings. ANA's meeting was to tell its members about the progress of ANA's contacts with the government, and its program indicates reliance on present regulatory machinery, plus a council of elder statesmen to offer advice on such matters as seem proper. The AFA program, on the other hand, seems to indicate a solid approach to an advertising regulation program on a national basis, with emphasis on local level participation. The programs would seem to be complementary.

Whether either of the programs is likely to have any effect on the hard-boiled merchandising areas where most FTC complaints arise is problematical. They sound good, and they are evidence of good intent, and presumably the government will take note of these pleasant facets. But the true problem of self-regulation is still a problem for advertising managements, and in its truest form the solution consists of "obedience to the unenforceable"—the willingness to sacrifice the last ounce of sell in order to be more believable, and to stay well within the law.

Most of the expressions of industry opinion during the two meetings were impeccable, virtuous and far-sighted. It remains to be seen whether the actions of the future match the language of last week.

No Tars, No Nicotine, Just Puff?

It feels a little odd to be put in the position of writing a defense of cigaret advertising, which these columns have so often belabored.

But one doesn't have to be defending cigaret advertising to feel somewhat uneasy about the "informal agreement" achieved by the FTC and the cigaret makers, in which the tobacco companies agreed to end the "tar derby" and to end claims about tars and nicotine and comparative filter efficiency in their ads. What this boils down to is that the companies have ceded away the right to describe an important product advantage. It is not, it seems to us, necessarily the "landmark example of industry cooperation in solving a pressing problem" described by FTC Chairman Kintner. It seems to us that any business ought to hesitate before it gives up the right to describe its better mousetrap, and what makes it better. And wouldn't anyone like to think that the search for better filters and lower tar and nicotine delivery will continue to go on? And does anyone think this progress is made any more likely by an industry decision not to describe it in advertising.

Humor Is Great, But . . .

Did you ever get one of those "teaser" direct mail pieces, written in blue in a feminine hand, designed to make you think a long lost girl friend had suddenly rediscovered your unforgettable charm?

We got one shortly after New Year's. This one, on what purported to be feminine notepaper, was mercifully short. All it said was: "Happy New Year darling—hope to talk to you soon! Love, Jeanne."

This was several weeks ago, and we still haven't talked to Jeanne, or discovered who she is (if any), or why she called us darling, or what she wants to sell. But we're not likely to forget her and her message, all the same.

The reason is that a couple of days later we ran into a well known business columnist who was boiling mad over a similar, but much hotter piece of simulated love-making through the mail, which had almost resulted in ruining his home life.

It seems this columnist works at home. And one day a female-type missive came in the mail. This one started out, "Joe darling, I didn't think it was possible for a woman to feel such an aching need for a man . . ." It went on in this extremely intimate vein for a page and a half before a crass commercial note crept in—and it even included a nice little snapshot of "your achingly anxious Barbara."

Well, the columnist thought nothing much of it, and tossed it into a bowl which was full of Christmas cards. His wife, idly examining the cards one day, ran across this passionate note and never did get far enough into it to discover that it was a come-on type commercial message, and not an invitation to illicit love.

We shall spare you the details. The little woman finally discovered the truth, but not before a considerable amount of emotion had been spilled on the surrounding scenery, both animate and inanimate.

The columnist has since expended a considerable amount of emotion, too, trying (we gather unsuccessfully) to get the television film company to send a suitable apology to his wife.

The moral, of course, is easy: Fun's fun, but don't play games with your promotion unless you're willing to take the risk of an occasional shot hitting the wrong target and kicking up quite a fuss.

Gladys the beautiful receptionist

—Warren R. Dix, Fuller & Smith & Ross, Pittsburgh.

"He feels pretty insecure. They just made him art director of the radio department."

What They're Saying . . .

Models Who Don't Sweat, Spit

Speaking of realism, you have no idea how cranky I get when I'm asked to believe that the studio-photographed model is *really* where the faked-in background implies she is. I get tired, too, of seeing people in ads get such a big charge out of activities which I know are a bore to most people, such as ironing, opening and closing oven doors, polishing cars, loading dishwashers, or taking The Product off the supermarket shelf.

And I get tired of models. I get awfully tired of that girl with the little mole right here—you know the one. And the male models, there was one I counted in five different ads in the same issue of *The New Yorker*. But mostly I get tired of those perfectly perfect models, the kind that never perspire or spit or go to the bathroom, and who don't go to bed at night. . .

In other words, I get tired of seeing people in ads who live a life that seems to bear absolutely no relationship to my life, or to the life of anyone I know. I see all those fine young people in the Oasis ads, having such a jolly time sitting in their sportscars, each one holding up a package of cigarets for me to look at. I see an ad like that—or any one of thousands like it—and all I can do is shake my head and figure: I must be missing something. I know this: the *manufacturer* is missing something. Me. Me, multiplied by countless indifferent millions.

—From a talk by James C. Nelson Jr., vp and creative director, Hoefer, Dieterich & Brown, at the western region convention of the Four A's at Santa Barbara, Cal.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

The U. S. Weather Bureau has developed an improved grasp of semantics. Instead of predicting that next day's weather will be "partly cloudy," the bureau's copywriters now assure you that it will be "partly sunny."

•

U. S. tourists enjoying Will Shakespeare's country will shortly be able to purchase the *London American* on the newsstands, thus assuring them the peace of mind which comes from having the latest box scores and pennant dope from the big leagues.

•

Maurice Evans' last lines from "The Tempest" color spectacular seemed strangely appropriate for such a sentimental sponsor as Hallmark greeting cards—"We are such stuff as dreams are made on."

•

"Do you control billing and want to share in the growth of a new agency?" asks a classified advertiser.

The way clients are acting nowadays, few vest pockets are big enough to hold them securely.

•

Another indication admen believe violently in self-criticism is the research report underwritten by newspaper reps and thoroughly castigating the newspaper representative business.

•

The *Virginian Pilot & Ledger-Star* has drawn up a code for amusement advertisers which bans "pictures of persons in a state of dress or undress which might be construed as suggestive."

Suggestive of what?

•

"Cigaret makers drop nicotine, tar ad claims," the headline says.

Now is the time for all good cigaret ad makers to start dusting off their famous old slogans, like "I'd walk a mile for a Camel."

•

Marion Harper says a study of adult Americans shows that most of them haven't heard about tv quiz show or payola scandals.

The national literacy index seems to have dropped by quite a few points.

•

British housewives, the London Press Exchange points out, are essentially do-it-yourselfers, meaning that they haven't reached the point where they consider cooking to consist principally of using a can-opener or defrosting a frozen food package.

•

"What can a wife do when her mother-in-law won't let go?" asks the *Ladies' Home Journal*.

Well, maybe she ought to begin shopping around for a new mother-in-law.

•

Portland, Me., the ad says, is the launching pad of new product testing.

Somehow or other, the Cape Canaveral connotation doesn't seem to be too encouraging.

•

Leo Burnett says that customers are now too wise to be fooled by false advertising.

And advertisers who think they aren't aren't too wise.

COPY CUB.

The Washington Post with 44,491,000 lines of advertising during 1959 was first in Washington, seventh in the United States and fourth among newspapers in America's top ten markets.

Year 1959
Media Records
First 50 Report
Total Advertising
7-Day Newspapers

1.	Los Angeles Times	78,690,743
2.	Miami Herald	60,267,704
3.	New York Times	60,056,995
4.	Chicago Tribune	56,237,322
5.	Milwaukee Journal	55,689,107
6.	Clev. Plain Dealer	47,589,274
7.	Washington Post	44,491,452
8.	Washington Star	44,270,559
9.	New Orleans Ti-P.	43,745,555
10.	Cincinnati Enquirer	42,328,964

For More Than 20 Years Washington's R.O.P. Color Newspaper
Continuity Rates Apply to Both Color and Black and White.

Represented by: Sawyer, Ferguson, Walker Co.—N. Y., Chic., Det., Atlanta, Phila., San Fran., Los Angeles; Joshua B. Powers, Ltd.—London; Senor G. Enriquez Simoni—Mexico City; Allin Associates—Toronto and Montreal; The Hal Winter Co., Florida Hotel and Resorts, Miami Beach; Tom McGill, New England Hotel and Resorts, West Roxbury, Mass.; Lou Robbins, N. Y. and N. J. Hotel and Resorts, 1265 B'way, N. Y.; Grant Webb Co., Financial Adv., N. Y., Chic., San Fran., Los Angeles, Seattle, Boston, Phila.; Puck, The Comic Weekly

Seven AIA Units Name Liaison Reps to IARI

In a move to improve communications between the Assn. of Industrial Advertisers and its affiliate, Industrial Advertising Research Institute, Princeton, N. J., liaison representatives are being appointed by AIA chapters to report on institute projects.

Appointments to date: Carl Anderson, Crawford Door (Industrial Marketers of Detroit); William B. Daub, Sun Oil (Eastern Industrial Advertisers, Philadelphia); B. M. Day, Carborundum (Niagara Frontier chapter, Buffalo); Dan Goodrich, Dan Goodrich Advertising (North Texas chapter); F. A. Gregory, Wellman Co. (Cleveland chapter); Joe L. Hylton, Roots Connersville Blower (Central Indiana chapter); and Chad J. Steward, Dowell division of Dow Chemical (Oklahoma chapter).

IRWIN R. TUCKER CO.
300 W. WASHINGTON STREET - CHICAGO 6, ILL.
PHONE CENTRAL 6-9480
CHICAGO FOOD BROKERS
COMPLETE DEPENDABLE COVERAGE OF THE CHICAGO MARKET

Vita Sets Lent Drive

Vita Food Products Inc., New York, has scheduled a special promotion for Lent, built around the theme: "Lenten days are herring days." Advertising, beginning in late February, includes large-space newspaper ads featuring herring as a main dish, leading radio personalities in major markets, free recipe book offers and in-store promotion materials. Three Vita herring products will be promoted. L. H. Hartman Co., New York, is the agency.

K&E Names Welsh, Abbott

Robert Welsh, with Kenyon & Eckhardt since 1954 as a copywriter and assistant account executive in New York and Detroit, has been named manager of the agency's San Francisco office. He succeeds Sidney Walton, who retired. K&E also has named W. Lee Abbott, formerly with Sullivan, Stauffer, Colwell & Bayles, to its account management staff in New York.

SEE OUR FASHIONS IN FEBRUARY
GLAMOUR INCORPORATING CHARM
MAIN STREET U.S.A. ISSUE

GLAMOUR GOES OUTDOOR—*To promote the current Glamour, the "Main Street U.S.A." issue, the magazine is using this General Outdoor poster in 50 markets. Each poster will feature the logo of the local participating store, and will be up for one month. The billboard theme is also featured editorially in the magazine, and is used as the motif for all advertising aids, such as hang tags, postcards and folders, and for the retail promotion package, containing ad suggestions, window and interior display ideas.*

Consumer Magazines Given Bigger Role by Armstrong Cork

LANCASTER, PA., Feb. 9—A consumer magazine campaign achieving 73% more circulation than its 1959 schedule is a key feature of Armstrong Cork Co.'s 1960 ad campaign, described by the company as the biggest it has ever undertaken for its floor coverings.

New magazines on the schedule this year are *Holiday, Living for Young Homemakers, Reader's Digest, Sports Illustrated, Sunset Magazine, The New Yorker, Town & Country* and *Vogue.*

■ Rounding out the consumer magazine schedule will be *American Home, Better Homes & Gardens, Good Housekeeping, House Beautiful, House & Garden* and *The Saturday Evening Post.*

Ads to architects, home builders and decorators will appear in *Architectural Forum, Architectural Record, Progressive Architecture, AIA Journal, Producers' Council Bulletin, House & Home, Building Products, Practical Builder, NAHB Journal, Interiors* and *Interior Design.*

Flooring and building materials trade publications scheduled are *American Lumberman, Building Supply News, Floor Covering Profits, Floor Covering Weekly, Flooring, Home Furnishings Daily* and *Western Floors.*

■ The company's vinyl Corlon sheet flooring will be advertised to prospective home buyers in *BH&G, Home Furnishings Ideas, Home Modernizing, House Beautiful Building Manual* and *New Homes Guide.*

Armstrong's tv schedule includes its alternate Wednesday evening "Armstrong Circle Theatre" and four daytime shows—"Edge of Night," "House Party," "I Love Lucy" and "Love of Life," all five shows on CBS-TV.

Batten, Barton, Durstine & Osborn handles Armstrong's flooring and floor covering advertising. #

General's Dual 90 Tires Get Biggest Ad Push

General Tire & Rubber Co. will back its new General dual 90 tires with the largest ad campaign for a single product in the company's history: A series of color spreads and pages in *Life* and *Look*, and seven spreads and several pages in *The Saturday Evening Post.*

Copy carries General's offer of "free road service if you ever have a puncture." D'Arcy Advertising Co. is the agency.

Chernin Heads BPA Unit

Kenneth E. Chernin, director of promotion at the radio-tv division of Triangle Publications, Philadelphia, has been named chairman of the membership committee of the Broadcasters' Promotion Assn. Mr. Chernin will spearhead an intensive membership campaign among the radio and tv promotion managers. At the end of BPA's fourth annual convention in Philadelphia, it numbered 300 voting members and 125 associate and affiliate members.

Carrington to Hartman

Carrington & Co. Ltd., Vancouver, has named L. H. Hartman Co., New York, to handle advertising for its Carrington's Canadian and Canada House whiskies. Carrington had been with Roy S. Durstine Inc.

Friend-Reiss Boosts Martin

Merrill Martin, account supervisor and director of the book industry department of Friend-Reiss Advertising, New York, has been elected a vp.

Air France jets were flying before Gigi was born!

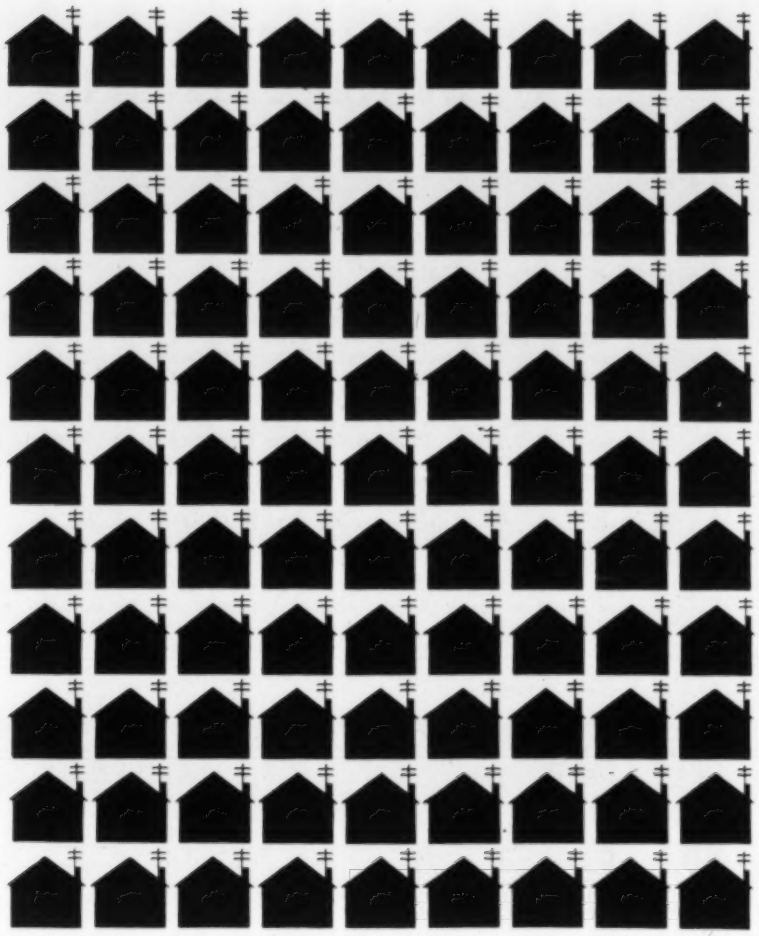
Gigi is six. Yet it was *more* than six years ago (February 19, 1953, to be exact) that Air France began flying regularly scheduled pure jet aircraft!

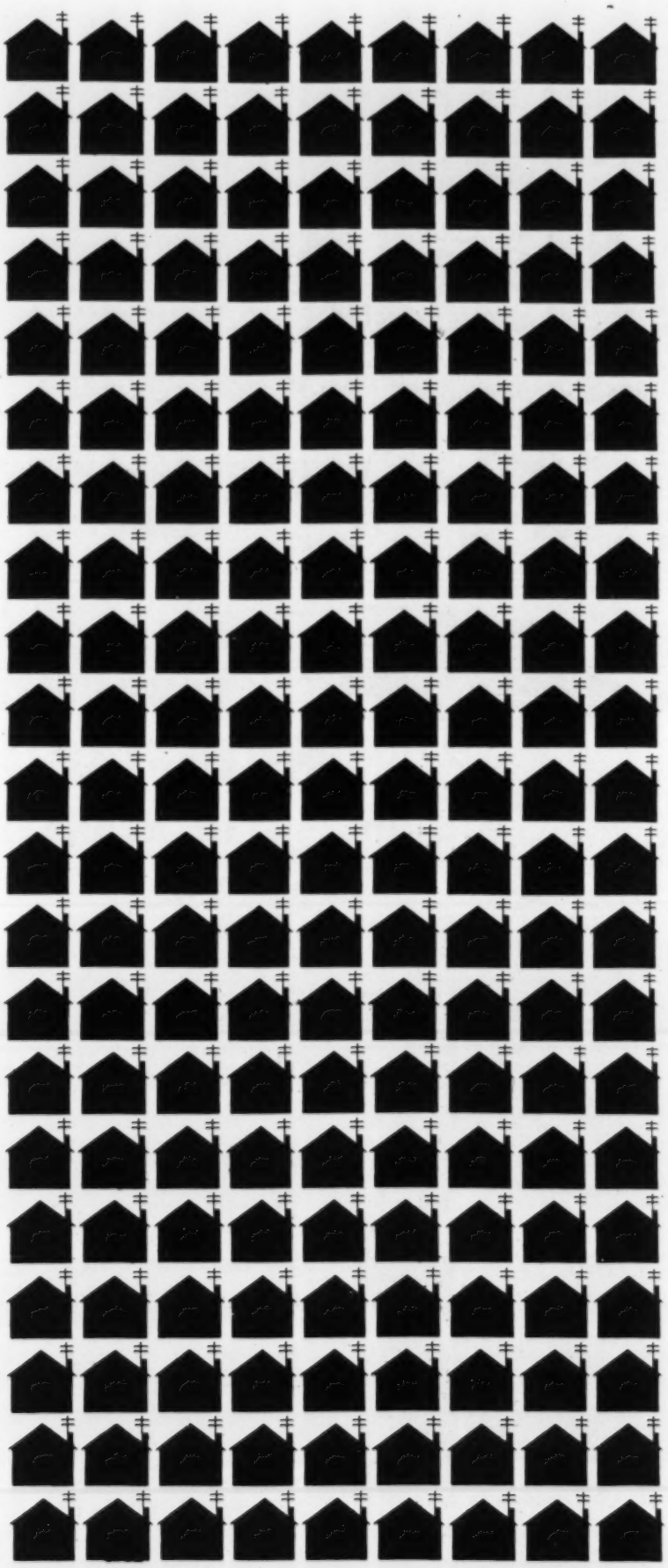
Since then, Air France has logged over 4 million jet passenger miles. First, with the sleek, vibrationless, 500-mile-an-hour Caravelle. And now, Air France has added the fabulous new Boeing 707 Intercontinental to its fast-growing pure jet fleet. The Intercontinental is the world's fastest, largest, longest-range jetliner crossing the Atlantic non-stop between New York and Paris in only 6¾ hours.

The Boeing 707 Intercontinental is the most thoroughly tested airliner in aviation history. First, with thousands of hours of testing on the ground; then, more thousands of hours of actual flights.

Yes, Air France jets were flying before Gigi was born. A reassuring fact to remember whenever you fly overseas on *the world's largest airline.*

AIR FRANCE JET
WORLD'S FASTEST JETLINER / WORLD'S LARGEST AIRLINE

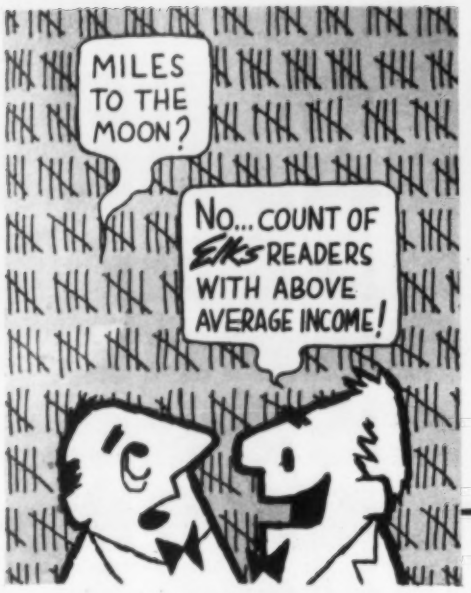




92% MORE HOMES NOW BEING REACHED BY ABC DAYTIME TV.

The 1st Jan. 1960 Nielsen shows 2,285,000 homes are reached by ABC-TV from 12–4 PM, as against 1,190,000 for the same period last year. Adding to this fact, the further fact that the most recent Nielsen analyses of homes reached* indicate that ABC programming selects the young housewife...the woman and mother with a consuming interest in products as well as programs. The answer, especially in view of current rates, is your smartest buy in daytime TV today...ABC daytime TELEVISION.

*Source: National Nielsen Report, Average Audience Basis, Monday-Friday, November-December, 1959, housewife homes, 16-49 years.



Elks median income again leads that of all other men's magazines in the 1959 Starch Report.

1.2 million Elks are *first* in median income with $7220 . . . *first* in percent of readers earning $7000 or more . . . *first* in more ownership classifications than any men's magazine reported.

Investigate this leading male market. Ask your local ELKS representative for the complete market story, or write for your copy of our fact-filled booklet—"The ELKS Market."

THE ELKS MAGAZINE

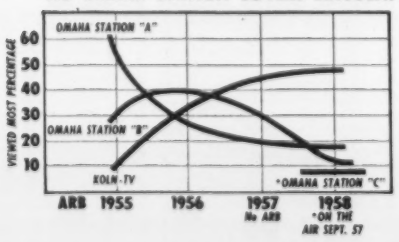
New York, 386 Fourth Ave.
Chicago, 360 N. Michigan Ave.
Los Angeles, 1709 W. 8th St.

YOU'RE ONLY
HALF-COVERED
IN NEBRASKA

IF YOU DON'T USE KOLN-TV!

This is Lincoln-Land — KOLN-TV's NCS No. 3. Figures show percentages of TV homes reached weekly, day or night.

NO OMAHA STATION COVERS LINCOLN!



To do a TV job in Nebraska, you've got to consider two major markets — the extreme East and Lincoln-Land.

The Eastern market "pie" is sliced three ways, with three stations battling for your dollar and the viewers' attention.

In well-heeled Lincoln-Land (contains more than HALF the state's buying power), there's no such problem. Just *one* station — KOLN-TV — really *covers* the area.

Avery-Knodel will give you all the facts on KOLN-TV — the Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.

AM – TV – FM
The Fetzer Stations
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

KOLN-TV
CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER
COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representatives

Getting Personal

How to impress the client: **Hal McVeigh,** art director at Needham, Louis & Brorby, Chicago, stepped up to the 120-yard 12th hole at Ojai, Cal., country club and made a hole-in-one during a between-sessions round of golf at the International Minerals & Chemical Corp. Ac'cent sales meeting. Watching him was NL&B client, **George B. Hamilton,** vp of IMCC . . .

What do copywriters do after hours? They write magazine articles. *Family Weekly* has just bought a short-short story by **Catherine Handley,** copywriter at Leo Burnett Co., Chicago. She's also sold articles on women's subjects to *Glamour, Kiwanis Magazine, Your Life,* and trade publications . . . **Terry McFadden,** copy group head of Robinson, Fenwick & Haynes, Los Angeles, is the author of "The 'Impossible' School of Copper Valley," appearing in the February issue of *Coronet* . . . Reprinted in the February *Reader's Digest* is the rueful tale, "Me Go Now," by **Bill Conklin,** copywriter at BBDO. It originally appeared in *Today's Living* . . .

The sketch signed "Sandy" in the Feb. 13 issue of *The Saturday Evening Post* is the handiwork of **L. H. Sandy Heckinger,** New York advertising sales representative for the *Post*. The cartoon-type drawing illustrates the editorial feature, "You Be the Judge." The cartoonist-salesman is also editor of the Erwin Wasey, Ruthrauff & Ryan house magazine, "Keeping Posted at EWRR," devoted to EWRR and *Post* newsbits . . . Also at EWRR in Chicago, **Louis Jackobson,** broadcast production manager, is back on the job after a lengthy convalescence. He was hospitalized last September for several months . . .

FETING FRANKIE—*Miss Frankie Coykendall, vp and media director of Botsford, Constantine & Gardner, was honored at a dinner given by Time on Miss Coykendall's retirement Jan. 31 after 36 years with the agency. From left, seated: Karl Bender, BC&G treasurer; Jack Buker, exec vp; Miss Coykendall; Lee Price, Pacific Coast ad manager, Time; Ray Andrews, BC&G senior vp; Ed Mittelstadt, former BC&G art director. Standing: Mitchell Heinemann, senior exec vp, Jantzen; Frank King, Pendleton Woolen Mills; Huntley Bennett, San Francisco, Time; Robert Bateman, BC&G production manager; Cecil London, San Francisco ad manager, Sports Illustrated; Tom Hallman, BC&G vp; Joe Maguire, president; Rube Markward, San Francisco ad manager, Life; David M. Botsford Jr., BC&G board chairman; Ronald McCreight, vp and general manager, Jantzen.*

Mrs. Elizabeth Baker, wife of **Bruce A. Baker,** senior vp of Compton Advertising in Chicago, literally went through fire Jan. 26 to rescue the Bakers' five-year-old son, Brion, from their burning home in Ogden Dunes, Ind. Two other Baker children, Betsy and Lisa, escaped on their own. As for Mr. Baker, he was in New York on business . . .

The Newark Museum has received $50,000 from Mr. and Mrs. **Leonard Dreyfuss** to help maintain the planetarium the couple gave to the museum in 1952. Mr. Dreyfuss, a trustee of the museum since 1943, is president of United Advertising Corp. . .

Everett Sahrbeck, exec art director and vp of Reach, McClinton & Co., New York, is down in Port Royal, Fla., as house guest of the retired **Charles Dallas Reach** while an exhibition of Sahrbeck paintings is on display at the McNichols Art Gallery in nearby Naples, Fla., during February . . .

And among the approaching marriages: Barbara Higgins and **Julian Carter,** tv art director with Young & Rubicam, will be married in August . . . June 18 is the date for Marcia Kramer, daughter of **Sidney Kramer,** vp in charge of foreign sales of National Telefilm Associates, Los Angeles, and David Gitelman . . . It's March 27 for **Martin P. Gura,** assistant sales promotion manager of General Outdoor, New York, and **Judith Jankowitz,** feature events publicist at Abraham & Strauss . . .

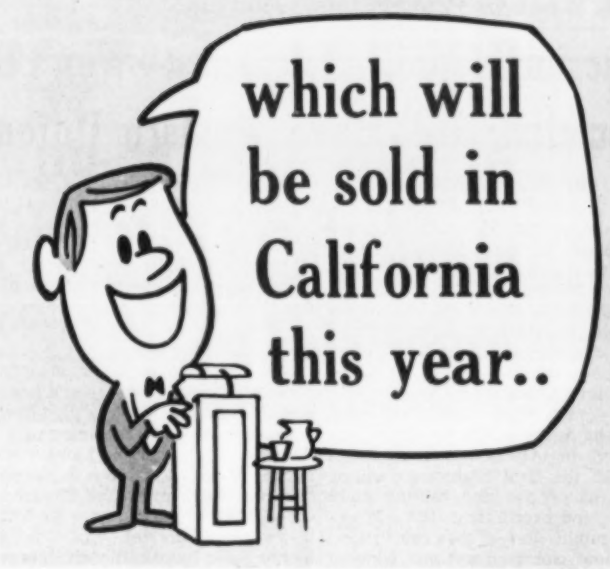
William H. Coy, president of Coy & Associates, Detroit agency, is also a Bloomfield auxiliary policeman. In the latter capacity, he and another officer recently used mouth-to-mouth resuscitation to save the lives of two carbon monoxide victims . . .

Norman D. Waters, head of his own New York agency and active sailor on his big yawl, has been coverted to frostbite dinghy racing . . . **Edna Johnson,** exec vp of Fensholt Advertising, Chicago, is back from a Hawaiian vacation with a first-person description of the erupting volcano, Kiluea, and a new talent—she learned how to dance the authentic hula . . .

George J. Hecht, *Parents'* publisher, and Mrs. Hecht, in quest of their goal of visiting every country on earth, left Jan. 28 on their third round-the-world trip. This time they'll visit about ten countries in the Far East and South Pacific . . .

Edwin A. Peeples of Gray & Rogers, Philadelphia agency, is author of "A Professional Storywriter's Handbook" (Doubleday & Co.), 282 pages of "pithy and pungent" advice, illustrations and philosophy on the writing craft . . .

John R. Little, who recently retired as vp and general manager for Foote, Cone & Belding, San Francisco, has exchanged the ebullient advertising life for the cloistered halls of a theological seminary. He's been appointed provost of the San Francisco Theological Seminary in San Anselmo . . .



Most of these fine new auto-mobiles...

More than 700,000 new automobiles will be sold in California this year, according to best forecasts. (Last year's total: 600,000.) Lion's share will go to Los Angeles County, where 42% of all California new car sales are made.

One newspaper, The Los Angeles Times, reaches more than *half* of all Los Angeles County new car buying families every Sunday—more than *a third* of all new car buying families every weekday.*

*Source: Los Angeles Times Continuing Home Audit

Small wonder, then, that 82.5% of all new passenger car linage placed by local dealers is carried in The Times. The Times delivers the largest weekday, Sunday and home-delivered circulation in western America to a quality audience unmatched in responsiveness and ability to buy. Sales of new passenger cars in Southern California begin on First Street in Los Angeles—home of . . .

The Los Angeles Times

NATIONALLY REPRESENTED BY CRESMER AND WOODWARD, NEW YORK, CHICAGO, DETROIT, ATLANTA AND SAN FRANCISCO

This Week in Washington . . .

Facsimile Mail—If & When—Won't Be Socialist; It'll Have Western Union

By Stanley E. Cohen
Washington Editor

WASHINGTON, Feb. 11—It hurts to report it, but despite all the secrecy that has surrounded his research, Postmaster General Arthur Summerfield won't be first after all with facsimile mail. It's already available in at least four other countries—including—of all places—Soviet Russia.

The fact that the PMG was working secretly on facsimile was printed in ADVERTISING AGE last Oct. 12, the first report anywhere. Now his people are talking more freely, and predicting that a large-scale public test of this revolutionary new communications concept may be ready to go by this fall.

When it is in operation, the facsimile service will (1) unseal and unfold a first class letter, (2) transmit it instantly to a destination; (3) fold and address the new copy—all without human touch or sight by human eye.

■ Those who feared that the Post Office Department's dickering with facsimile would lead to the socialization of the telegraph service reckoned without the ingenuity of American enterprise. Latest news is that Western Union is in harness, helping the Post Office invent the system. It hopes to lease its wires to the government, while letting Uncle Sam handle the drudgery.

Deputy Postmaster General John M. McKibben, who was once sales manager of Westinghouse, explained the partnership in appealing terms. "After all, they can only count on millions of telegrams. We've got the volume—billions of letters."

He points out that the U.S. government already has invested millions in the development of facsimile for military purposes. "It is only right that the public should benefit from these expenditures," he says.

A call to the Soviet embassy confirmed that Russians have had facsimile service for at least three years. Having battled our own Post Office Department in an effort to find out what the device was all about, this reporter found it relatively simple to get information from the Russians.

■ Unlike the projected plan for the U.S., the Soviet system is a premium service. The price for ordinary letters is the same as for a telegram. The price increases as the size of the sheet increases.

The Soviets started facsimile between two cities three years ago. It's been so successful, they now report that the service is available between any of 100 cities.

The facsimile problem is somewhat simpler in Russia than in the U.S. Under our law, first class letters cannot be read by the Post Office Department, so special machines must be invented to open letters, arrange them, and dispose of them. The Russians aren't troubled with those niceties.

Retail Statistics Are Imperiled

Everybody wants better government statistics—until you get down to specifics.

Right now the Budget Bureau is trying to do something about the hodge-podge of reporting in the retailing field. Some sensitive toes are getting stepped on, and the outcome is in doubt.

Basically this is the problem: For 40 years the Federal Reserve Board has been grinding out a weekly report on department store sales. It gets immense line-of-product detail, and it gives figures for 100 standard metropolitan areas.

Information is fast, accurate and popular. But government people, including Federal Reserve people, think it is overdone.

From their everyday experience, bankers know that department store sales are no longer an adequate weather vane of business conditions. In the past 30 years, other retailing has grown much faster than department stores. Last year department store sales ran counter to all retailing in five months out of seven.

■ A start toward better government figures in the retail field was made several years ago, when the Census Bureau developed a monthly report covering 11 major lines of trade. Reporting is fast and accurate, but there is very little detail, in comparison with what the Federal Reserve publishes in the department store field.

Last fall, when the Budget Bureau's division of statistical services looked the situation over, it reached a logical conclusion: If the government is going to issue a balanced report on retailing, it ought to be done in one place.

Not much selling was required to get cooperation from the government agencies with a stake in the outcome. Federal Reserve has other fish to fry, and it felt no reluctance about dropping the department store series. Census, of course, had everything to gain.

Agreement in principle, however, soon snagged on quibbling over specifics. Federal Reserve began hearing from department store people, who fear the consolidated Census report will omit the detail they have regularly received from Federal Reserve.

■ All the Census Bureau is willing to promise is a national weekly report covering department stores and department store kinds of merchandise—appliances, furniture and the like. Also a monthly report, with more detail on a regional basis.

Behind the scenes, Census and Federal Reserve technicians negotiated. Federal Reserve is willing to "subsidize" an expansion of the weekly Census report to provide local breakdowns for 60 standard metropolitan areas, but it wants more line-of-trade detail than the Census Bureau will promise to deliver.

At this writing, the entire project is in danger. Users of department store information have yet to get assurance that Census and Federal Reserve technicians will reach agreement. They fear they will lose the Federal Reserve service and get very little in return.

The seriousness of the opposition apparently was not appreciated until the House appropriations committee acted on the Census appropriation last weekend.

The committee voiced its support for the consolidated retail report. Then it proceeded to put up only a fraction of the money needed to consolidate it.

Since the committee probably did not act capriciously, its behavior ought to be a warning to the sponsors of the consolidated report. They can still recoup in the Senate. But they'd better provide assurance that the users of department store figures will continue to get a reasonable amount of information about local activity. #

Two Join Scripps-Howard

Harry A. Dollahite, former general advertising manager of the *Houston Press*, and Joseph E. Manion, formerly retail ad manager of the *Columbus Citizen*, have joined the New York staff of Scripps-Howard Newspapers.

As served at Dunbar's by Albert Cantey

Jambalaya . . . OLD NEW ORLEANS FAVORITE

Here's how to make it!

Cook 2 chopped onions, 1 can tomatoes and ½ can tomato paste in 4 tablespoons butter for 10 minutes, stirring. Add 4 cloves garlic, 2 pieces celery, ¼ green pepper, ½ teaspoon thyme, 1 teaspoon parsley, 3 cloves—all finely chopped—and cook ½ hour, stirring. Stir in 1 pound diced boiled ham, 2 pounds peeled boiled shrimp; cook 10 minutes. Stir in 3 cups cooked rice. Season with salt, black pepper, cayenne. Simmer ½ hour. Serve with a bottle of chilled rosé wine.

WWL-TV . . . New New Orleans Favorite

How ya gonna keep 'em seated for the commercial? WWL-TV does it with a bright new series of station ID's—catchy sound and animation! Audiences stay put at station break time; advertisers get the most effective background possible for their spot sales messages. Alert programming like this is another factor that has established WWL-TV as the *new* New Orleans favorite.

Gourmet tastes? *Then write today for your gift copy of WWL-TV's new New Orleans Cookbook, "HOW TO PLEASE A GOURMET." Just off the presses—and loaded with wonderful old Creole recipes. Write: Promotion Dept., WWL-TV, 1024 North Rampart, New Orleans, La.*

CBS WWL-TV
NEW ORLEANS
Represented Nationally by Katz

Nothing Persuades Like the Truth!

Only one advertising medium in all the world has an Institute that checks every product, every claim in its pages, and backs its analyses with this money-back Consumers Guaranty.

Result: A unique sales climate of integrity that has given us 37 consecutive years of advertising leadership in our field, accelerating circulation vitality, and a trusted publication whose pledge has sales influence with 40,930,000* women.

*Crossley, S-D Surveys, Inc.

Good Housekeeping
the dangers of no-diet reducing drugs
all about carpets —first full report
an affair of heart
complete novel by anita rowe block
contest-winning cover girl

Good Housekeeping

MAGAZINE AND INSTITUTE

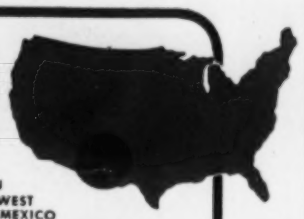
A HEARST MAGAZINE

2 SEPARATE NEWSPAPERS

1 LOW RATE BUYS BOTH

NOW BUY A KING SIZE MARKET

691,300 POPULATION IN 24 COUNTIES IN WEST TEXAS AND NEW MEXICO



The El Paso Times
Morning and Sunday

El Paso Herald-Post
Evening

104,020 CIRCULATION

EL PASO . . . CAPITAL CITY OF THE FABULOUS SOUTHWEST

Admen, Raise Sights to Sell Extra $165 Billion Annually, Johnson Urges

HOUSTON, Feb. 11—The advertising industry must prepare now to solve the problems of selling an additional $165 billion worth of personal consumption annually—to a level of over $475 billion by 1970 and a 50% increase in the nation's total standard of living.

That was the challenge Arno H. Johnson, vp and senior economist of J. Walter Thompson Co., brought to the 50th anniversary advertising forum of the Advertising Club of Houston.

Mr. Johnson pointed out that advertising budgets should match this speedup in consumer purchases. "Using 1951 as a benchmark for the national advertiser, it will require a budget 2.6 times as large in 1960 just to maintain his position in the national market," Mr. Johnson said, "and to give his product or service the same relative support per dollar of potential sales as in 1951.

■ "The individual producer should take into account this rapidity of change in the last nine years in the national market potentials, and in the costs of maintaining a competitive position in this growing market.

"To match just these changes, the national advertiser in 1960 would need a budget 158% greater than in 1951, 12½% greater than in 1959. These same factors should also be taken into account in the determination of sales force and total selling effort needed."

■ "Growth of our economy is retarded by 'habit lag'," Mr. Johnson asserted. "That is the inertia and slowness we encounter in changing and upgrading people's habits and desires as rapidly as their productive ability and the productive capacity of the nation could make possible.

"If we accept the projected estimates of many leading economists that, in the next ten years, our productive ability will climb to over $750 billion—then this 'habit lag' must be converted to a 'habit leap' in the standard of living of the mass of our population by the educational stimulus of advertising and selling.

"Expansion of total consumption—encouraging a rapid improvement in our standard of living—must characterize increasingly the marketing, advertising and selling of the '60s. We must prepare for a velocity of change in marketing and marketing concepts to cope with the task of selling an additional $165 billion of personal consumption annually—to a level of over $475 billion by 1970. That's an increase of over 50% in our total standard of living."

■ Personal income should rise to an average of $9,550 per household in 1970, Mr. Johnson predicted, for the 62,933,000 households the nation is expected to have. This average income per family would be about 29% above the 1959 average of $7,400, he said, in terms of constant dollars.

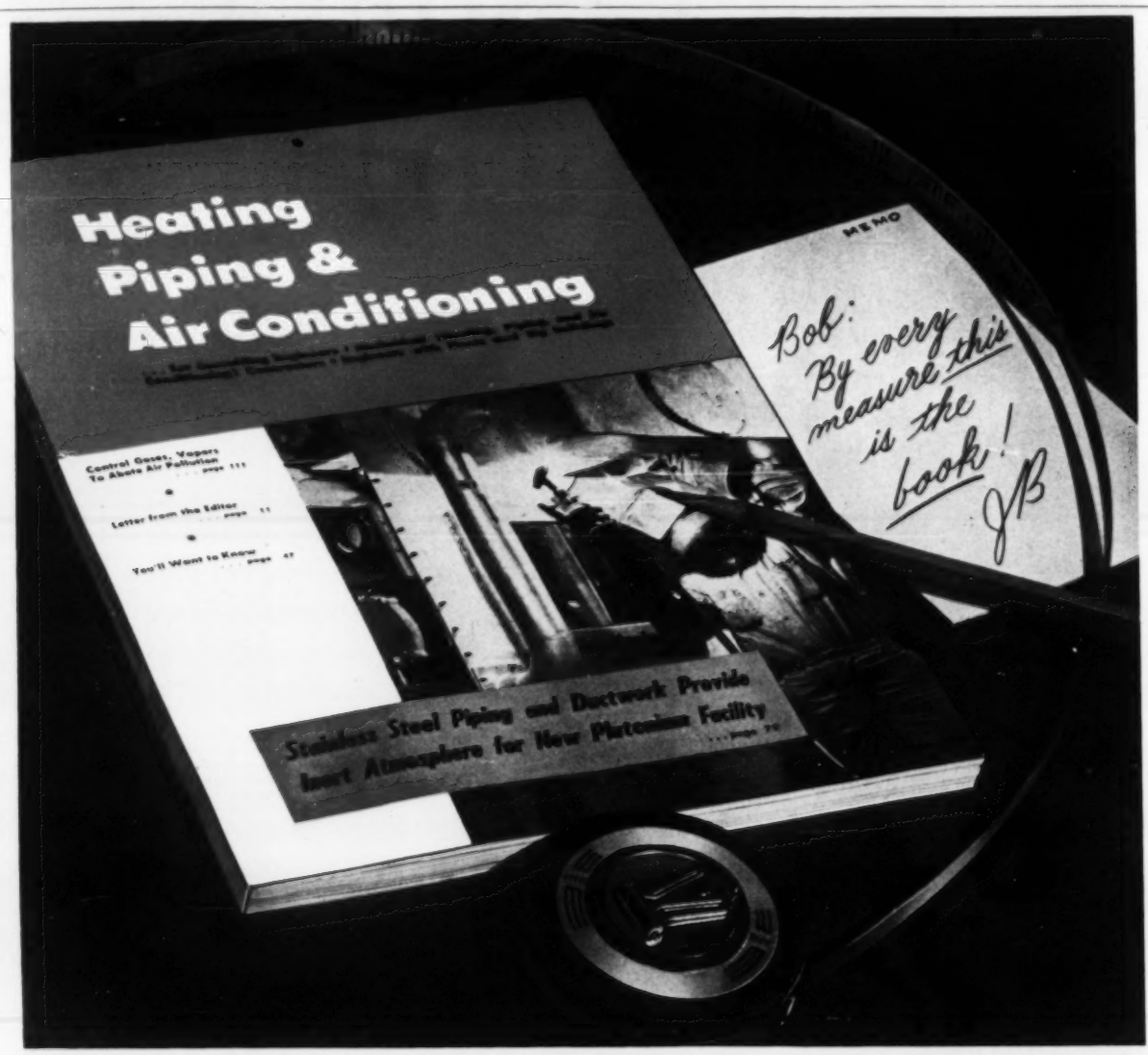
Mr. Johnson said his predictions also point to a rapid increase in discretionary spending power of the population.

Anti-inflationary and other measures that slowed down consumer purchasing in recent years have created an estimated $35 billion backlog of consumer need and demand, Mr. Johnson said.

"Unfortunately," he commented, "there seems now to be widening acceptance of the old theory that demand and purchasing power must be curtailed to avoid inflation. This originally was based on the belief that inflation is caused by 'too much money chasing too few goods.'

■ "Actually our experience of the last six years would indicate that when there is no real shortage of supply of goods, and when we have excess productive capacity, any slowdown in demand lowers productivity, increases unit costs, and creates pressures for price rises to protect profits.

"If consumer demand is artificially curtailed in 1960," Mr. Johnson predicted, "there could be a further renewal of inflationary pressures. Our economy is so fundamentally sound, however, that any slowdown in consumer demand should be temporary and should not interfere with the opportunity for rapid total growth over the next ten years." #



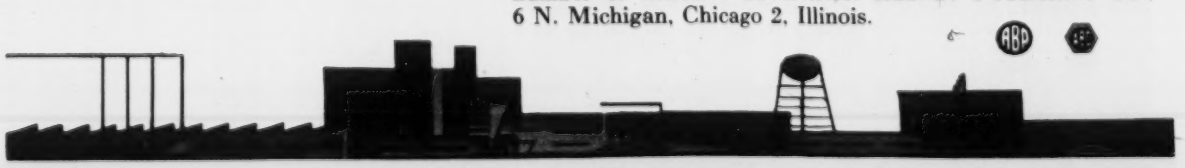
PROVABLY
your best buy
...and here's why!

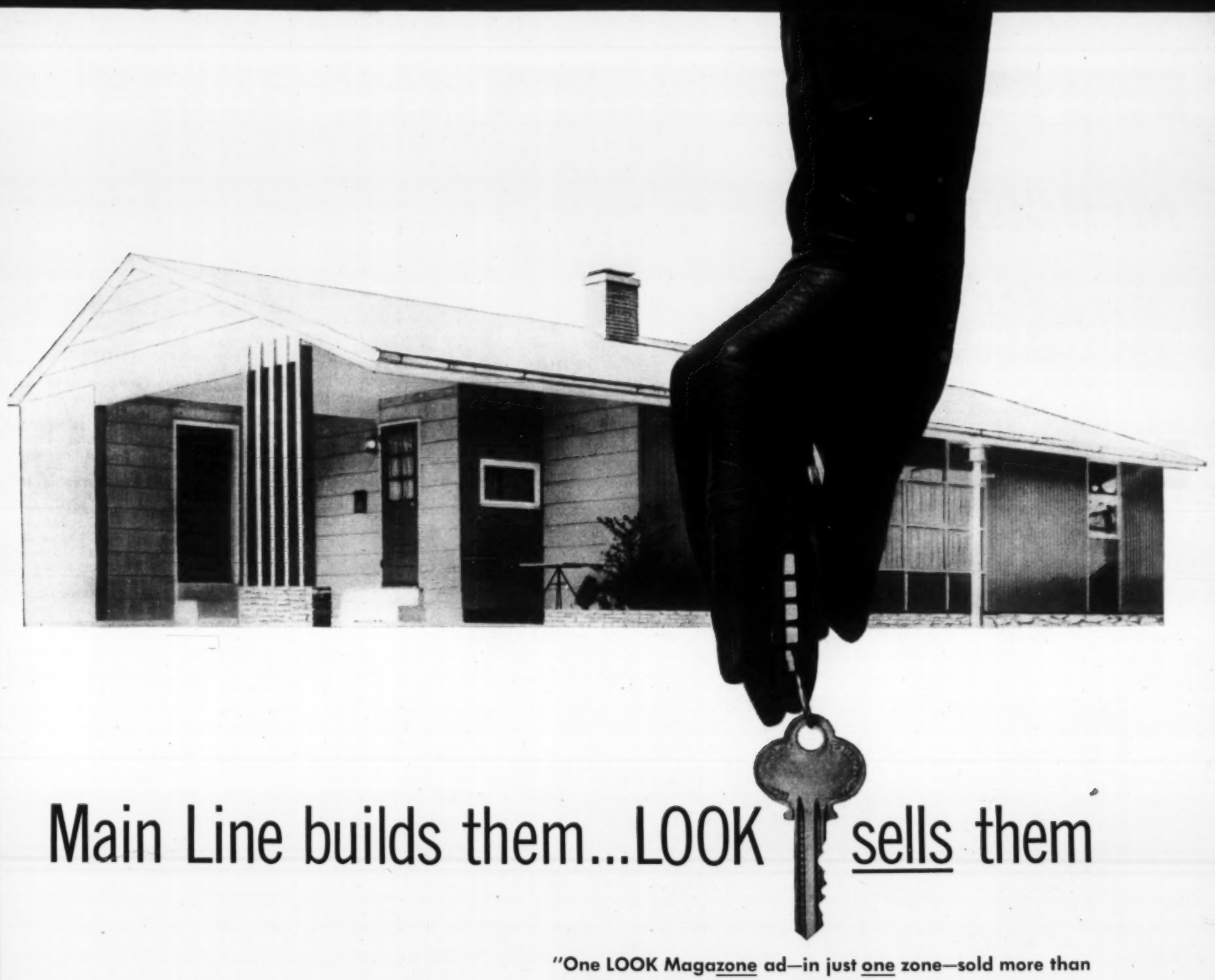
Faithful to its name, HEATING, PIPING & AIR CONDITIONING confines itself to these three services as related to just the industrial-large building field.

Result: a specialized editorial content vital to all of the purchase-control factors in this market — the consulting engineers, mechanical contractors, and engineers with plants and big buildings who identifiably are responsible for heating, piping and air conditioning services.

And these readers stand up to be counted. Each is, and has been, paying for HPAC directly, individually, voluntarily. Here's assurance — backed up by an ABC audit — that this book is wanted, respected, and used!

Concentrate in HPAC, the leader in editorial volume, advertising volume (by over 2 to 1), number of advertisers, and number of exclusive advertisers. KEENEY PUBLISHING CO., 6 N. Michigan, Chicago 2, Illinois.





Main Line builds them...LOOK sells them

"One LOOK Magazone ad—in just one zone—sold more than $500,000 worth of homes for us," reports Herbert Gross, Sales Manager of Main Line Homes

Main Line Homes, of Philadelphia—one of the East's biggest producers of pre-cut, panelized homes—ran a coupon advertisement in the first LOOK issue (Sept. 15, 1959) to feature Magazone, the revolutionary new regional ad plan. The insertion appeared only in Zone 2 (Middle Atlantic). The result, according to Sales Manager Gross, "exceeded our greatest expectations."

Explains Mr. Gross: "*We got 1,400 coupons the first week, 100 a day for the next three weeks. Total to date is 5,200. And these LOOK replies were of such high caliber that they led directly to $500,000 in sales—in what is normally an off-season.*" Many inquiries were from prospects outside areas served by Main Line dealers, which prompted Main Line to establish seven additional franchises and open up a new marketing territory.

Main Line bought Magazone because "*for the first time, a regional company like ours could benefit from the prestige of a great national magazine.*" What about 1960? "*We'll be back in,*" says Mr. Gross. (So will 75% of *all* first-issue Magazone advertisers.)

In the past five years, LOOK has gained more advertising revenue and pages than any other magazine in its field. One of the most significant reasons is LOOK's outstanding record in producing solid sales results. For **LOOK means sales.**

IN THE APPLIANCE-TV-HOUSEWARES FIELD
EVERY MONDAY THE PROS READ
ELECTRICAL
MERCHANDISING WEEK

Ideal every-Monday frequency
Biggest paid Dealer audience
Unique, best-buy rate structure

Paul Huey, Exec of 'Progressive Farmer,' Dies at 59

BRIDGETOWN, BARBADOS, W. I., Feb. 9—Paul Huey, 59, vp and ad director of *Progressive Farmer*, died of a heart attack Feb. 4 while shopping here on a Caribbean vacation.

Mr. Huey, a director of the Audit Bureau of Circulations, had been with *Progressive Farmer* for 33 years, joining the advertising department in 1928. He became western manager of the Chicago advertising office in 1931 and vp for advertising in 1948.

Mr. Huey directed advertising for the magazine's five regional editions, serving the 16 southern states.

A native of Cleburn, Tex., Mr. Huey was graduated from Texas A.&M. and began his career as a county agricultural agent in Hale County, Tex. He was an Air Force reserves lieutenant colonel and held the Legion of Merit with four battle stars.

EUGENE W. CASTLE

NEW YORK, Feb. 9—Eugene W. Castle, 62, founder of Ca tle Films and persistent critic of the U. S. information and foreign aid programs, died here today after a long illness. Mr. Castle had undergone several operations since October, the most recent for a lung infection.

Mr. Castle, a native of San Francisco, was originally in the newsreel business. He worked for several newsreel companies on the West Coast before founding his own company in 1924.

Castle Films started out making business films and became the nation's largest home movie producer.

Mr. Castle sold his business in 1947 to United World Films, which continues to use the Castle brand name. He became a vp of United World but resigned in 1949 to become a pr consultant.

In recent years Mr. Castle crusaded vigorously for a revamp of U. S. propaganda and foreign aid activities. He expounded his views in two books, "Billions, Blunders & Baloney," published in 1955, and "The Great Giveaway," published in 1957.

■ He urged that the U. S. Information Agency be abolished and its function transferred to the Department of State. "The USIA has failed to do its job," he said in a letter to ADVERTISING AGE in 1955. "There will be less 'Yanks go home' signs overseas when we stop propagandizing foreigners with two competing voices and instead speak with one authoritative voice—our Department of State and its diplomatic representatives abroad."

JOSEPH R. STAUFFER

STAMFORD, CONN., Feb. 9—Joseph R. Stauffer, 62, retired advertising executive, died here suddenly Feb. 7 in the home of his brother, Donald D. Stauffer, retired partner of Sullivan, Stauffer, Colwell & Bayles.

Mr. Stauffer retired last September as a television program executive with N. W. Ayer & Son, New York. He was in charge of tv program development at the time of his retirement. Before that, he was manager of Ayer's radio production department and was producer of a number of radio series, including the "Telephone Hour."

Born in Scottdale, Pa., Mr. Stauffer was a graduate of the U. S. Military Academy. At one time, he was a radio producer in Hollywood, and during World War II, he was an English instructor at West Point. He was a resident of New York.

DANIEL HANSEN

WORTH, ILL., Feb. 9—Daniel J. Hansen, 67, founder of Chicago's Circulation Round Table, died Feb. 6 in his home here.

With Putman Publishing Co., Chicago, until his retirement in January, 1958, Mr. Hansen began his publishing career in 1907 with *Operative Miller*, now *National Miller*. He also had been associated with Patterson Publishing Co., Domestic Engineering Publications and Traffic Service Corp.

Mr. Hansen served two terms as president of Chicago Business Papers Assn.

His daughter, Joan, is with Fuller & Smith & Ross, Chicago.

MILFORD S. KLINEDINST

RIDGEFIELD, N. J., Feb. 9—Milford S. Klinedinst, 49, assistant marketing director of International Telephone & Telegraph, died at his home here Saturday.

HOW TO SEE TRANSPARENCIES THROUGH...

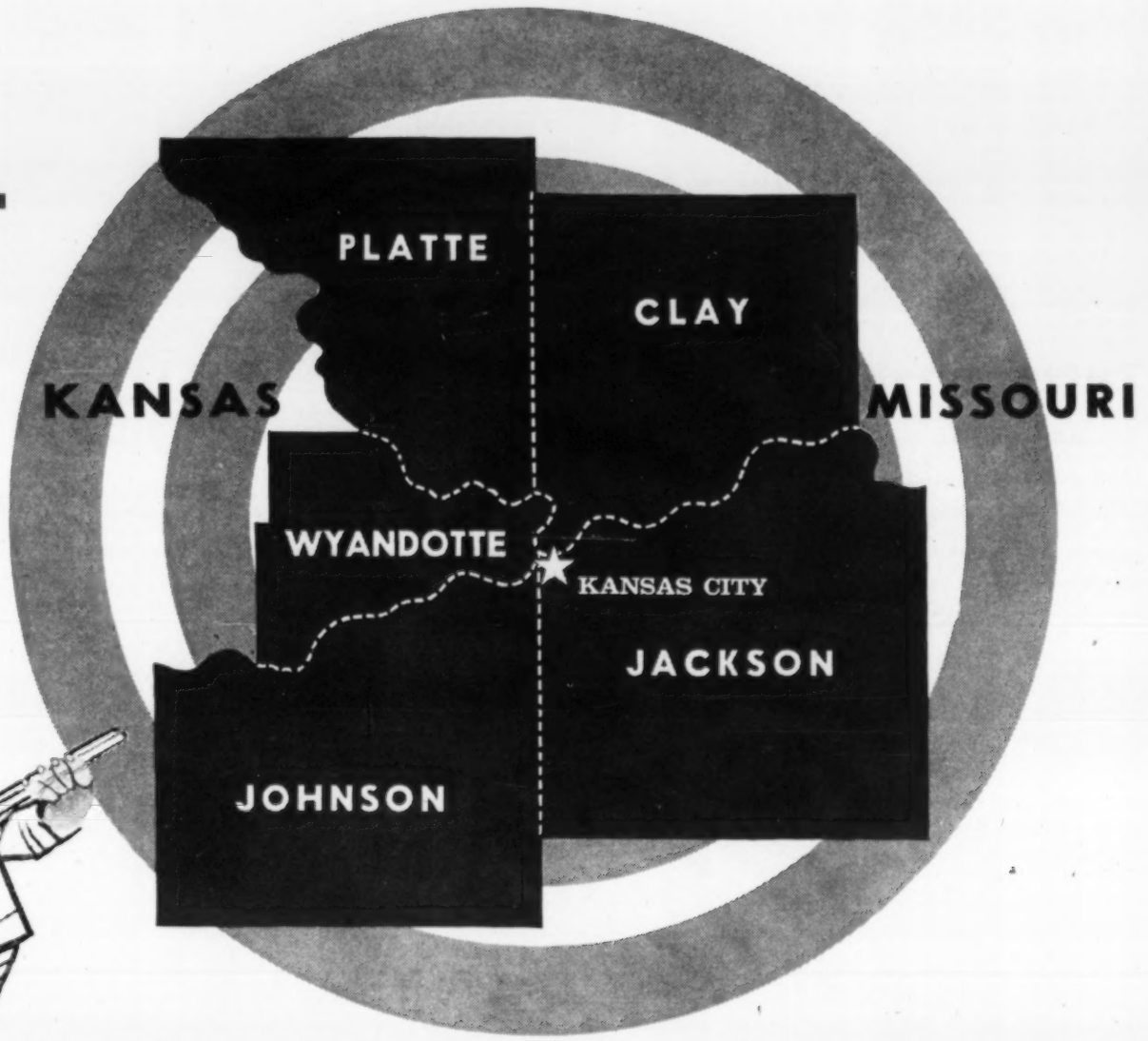
"The color transparencies were needed that afternoon by an ad agency in the next city. Greyhound Package Express made the delivery with time to spare. For 17 years now, Greyhound has never failed to back up our promise of 24-hour color service for our out-of-town clients!"

J. Philip Clement — Pres.
COLORTONE, INC., LOUISVILLE, KY.

IT'S THERE IN HOURS ...AND COSTS YOU LESS!

When getting it there in a hurry means **business,** you can count on Greyhound Package Express! Your packages go anywhere Greyhound goes, by dependable Greyhound buses on their regular runs. That means you get service **seven days a week...24 hours a day...weekends and holidays!** And you can send C.O.D., Collect, Prepaid—or open a charge account. For information, call any Greyhound bus station, or write Dept. 9B. 140 South Dearborn St., Chicago 3, Ill.

PRIME SALES TARGET for '60!



KANSAS CITY MARKET

★ 18th in POPULATION ★ 3rd in RETAIL SALES PER CAPITA

(Among 20 Major Markets)

Today 1,058,000 PERSONS reside in the big, 5-county, Kansas City Metropolitan Market. Most of these persons live within sight of the Kansas City skyline . . . all are within 25 miles of downtown Kansas City!

It's a market of 343,000 able-to-buy families. A market third in the nation in retail sales per capita, with over TWO BILLION DOLLARS of annual expendable income and $1,424,324,000 in retail sales. A market isolated from other markets, compact, easy to serve.

The Kansas City market is a *newspaper* market. It can be efficiently covered and sold with one medium, The Kansas City Star. A home-delivered newspaper, 94% of all Star copies go directly to the home . . . made-to-order for SELLING!

And Kansas Citians don't read The Star merely for news . . . they depend on it for guidance in all their buying. Star advertising is welcomed, read, acted upon!

Star advertising is extraordinarily flexible. Ad schedules can be started or changed on short notice. Campaigns can be precisely timed for maximum seasonal impact, to take advantage of news and weather breaks. Advertisements which appear in the unique *news climate* of The Star carry a special sense of *urgency*, impel prospects to take action *quickly*.

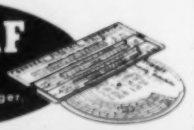
In 1960 use this dynamic sales medium to reach the overwhelming majority of Kansas Citians where they live, where they work, where they buy.

THE KANSAS CITY STAR

COMBINED MORNING AND EVENING CIRCULATION 671,227

SLIDE-CHART "Selling" BUILDS SALES... CUTS COSTS

PERRYGRAF
SLIDE-CHARTS
Quick Product Facts for Stronger, Simpler Selling



Whatever the Product Involved...Consumer, Commercial or Industrial...Perrygraf Slide-Charts stimulate sales, cut sales costs and keep customers sold. They provide essential and accurate Product Information quickly and easily, to save time, minimize or eliminate errors and Inspire Confidence in all concerned.

"Slide-Charts" are Simple Devices...Easy to Use. To meet individual needs we design them as Calculators, Selectors, Visualizers, Demonstrators, or Sure Guides to Effective Product Applications and Use.

Their Range of Usefulness is Virtually Unlimited at any level of Sales, Purchase, Competitive Comparison, Specification, Usage or Service.

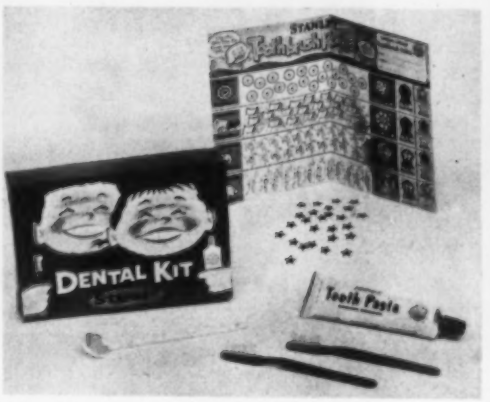
At Your Disposal is our Experience in creating over 20,000 designs for hundreds of products...in producing in our own plants runs of a few hundred or millions. Deliveries and prices will amaze you.

PERRYGRAF CORPORATION
Founders of the Slide-Chart Industry
Dept. A-20, 150 S. Barrington Ave. • Los Angeles 49, California

Write for FREE COPY

of this New 36-Page 6 x 9 Book. 122 Case Histories, with 76 Slide-Charts pictured in full color, illustrate many of the ways that these versatile and effective Sales Tools have built sales for thousands of Consumer, Commercial and Industrial Products.

RODEO — *Stanley Home Products Inc., Westfield, Mass., is offering this "Junior Dental Kit" to inspire small fry to brush their teeth without grousing. The dental chart is a "Toothbrush Rodeo" with a sign-up card for cowgirl and cowboy. Youngsters can keep a month-long tally of their efforts. Kit sells for $1.75.*



Lovell Elliott Names Quera

Leon Quera has been named to the creative staff of A. Lovell Elliott Advertising, Columbus. He has served as art director of Norge division of Borg-Warner.

Taxes Curbing Ads Shrink Government Revenue: Waddell

CHICAGO, Feb. 9—People in advertising should broadcast the message that specialized taxes on advertising serve only to reduce government revenue in the long run, Harry L. Waddell, exec vp of McGraw-Hill Publishing Co., said yesterday.

He told the Chicago Business Publications Assn. that such taxes restrict advertising, a sales tool which is designed to increase business and ultimately tax revenue.

"It would make as much sense to tax the sales people in the department stores as to tax advertising," he said.

Mr. Waddell noted several areas in which the government has sought to encroach on advertising via restrictive measures. He said the most dangerous attacks on advertising are the administrative rulings which do not require legislative action. For example:

- The Internal Revenue Service ruling that advertising for certain purposes can be disallowed as tax deductible.
- A ruling that advertising which a company does to explain its views to the city in which its plant is located is not part of the cost of doing business and hence is not tax deductible.
- Commerce Department regulations concerning advertising along highways built with federal funds.
- A ruling by the Patent Office that no one who advertises could practice before it.

■ He said such regulations are fostered by "people in government today—intelligent people—who believe that advertising is an economic waste and should be reduced or suppressed."

Mr. Waddell had several suggestions for the business publication men on how to combat this encroachment on advertising.

He advised that publications first make sure that they have established good standards for acceptance of advertising, so that no scandal similar to the tv investigations will erupt and weaken their case.

He also said the admen have a duty to inform legislators, bureaucrats and other persons in government of the vital role advertising plays in the economy. #

Philip Morris Directors Approve A.S.R. Acquisition

The acquisition of A.S.R. Products by Philip Morris has been approved in principle by the Philip Morris directors. One share of common stock of Philip Morris will be exchanged for each four and one-third shares of A.S.R. common if shareholders of both companies approve the acquisition in April. A.S.R. is the second largest producer of razors and blades, sold under the trademarks of Gem, Pal and Ever-Ready.

covers *the entire State of* **Nebraska*** *daily, better than any Buffalo paper covers the Buffalo metropolitan area.*

*A vital, growing market of 1.6 million people with $2.7 billion to spend.

O'MARA & ORMSBEE, INC., National Representatives
New York • Chicago • Detroit • Los Angeles • San Francisco

ABC Audit—Daily: 247,665
Sunday: 260,511

*Based on latest ABC Audit Reports and population figures from 1959 Sales Management Survey of Buying Power.

Omaha World-Herald

Less than 5% duplication of circulation, morning and evening.

THE NEW YORKER creates

"The New Yorker creates sales. Quality retailers know this. That's why The New Yorker each week is a showcase of quality retail advertising, and that's why we have used The New Yorker since 1926."

Andrew Goodman
President, Bergdorf Goodman

COPYRIGHT © 1952 THE NEW YORKER MAGAZINE, INC.

Good things happen when you give

GOOD GIVING—*Beginning March 1, store windows and U.S. mail trucks will display this 1960 Red Cross campaign poster, a red and black on white design. Also available are a 24-sheet poster, 14 ad mats, two records of Red Cross songs and a 15-minute film. J. Walter Thompson Co., New York, is the agency.*

Belittling Other Media May Damage Your Own: Robbins

DELAVAN, WIS., Feb. 9—Re-examination of competitive policies among media, in the interest of eliminating tactics which are detrimental to the entire advertising industry, was urged last week by Burr L. Robbins, president of General Outdoor Advertising Co.

He pointed to the practices of some periodicals which, he said, deprecate competing media, including tv, radio and outdoor advertising, at a meeting of GOA and its international affiliates—Claude Neon of Canada and Vendor of Mexico.

Tv commercials, page magazine and newspaper advertisements and giant colorful posters are signs of a healthy economy based on private enterprise, Mr. Robbins said.

■ He continued: "When any of the major media belittle each other, we're only aiding and abetting those people who are dedicated to eliminating advertising as an economic force. This type of debunking is consistent with the campaign to reshape our economy along socialistic lines."

He asserted that there must be greater understanding within the industry of the interdependence of all advertising media.

"If you detract from the effect of one medium," he said, "all advertising forces will suffer because you lessen the consumer impact. Convince a client that another medium can't do the job for him and he will begin looking critically and suspiciously at all media, including yours." #

RAB's Personalized Proposals Help Sell Radio

Spring Air Co., Chicago, has requested the Radio Advertising Bureau to prepare personalized schedules of local and regional radio for more than half of its 31 franchised mattress manufacturers. This is a result of RAB's new "specific sell" proposal system, in which it recommends an actual radio campaign styled for the individual advertiser. Specific stations and time periods, as well as merchandising ideas, are included in the proposals. RAB reported several other requests for custom-made schedules.

Hilton & Gray Names King

George Edward King has been named to the new post of creative director of Hilton & Gray Advertising, Tampa. He was formerly assistant advertising director of Maas Bros. department stores.

Haggar Buys ABC-TV Shows; Lenox in NBC Participations

Haggar Co., Dallas, manufacturer of men's slacks, signed with ABC-TV as a participating sponsor of "Sugarfoot" and its alternate, "Bronco," seen Tuesday at 7:30 p.m., EST. Phil Rizzuto will deliver the commercial messages, while other athletes, Mickey Mantle, Frank Gifford, Art Wall and Doug Ford, model the trousers. The buy, effective April 12, was made through Tracy-Locke Co.

At NBC-TV, Lenox Inc., dinnerware manufacturer, bought participations on "Jack Paar Show" and Dave Garroway's "Today," to run late March through May. The ads for Lenox's melamine dinnerware were placed through D'Arcy Advertising Co. Lenox and Haggar are newcomers to network tv.

Donlanger Press Publishes 'Successful Camera Retailing'

Donlanger Press, Larchmont, N. Y., has published the sixth edition of "Successful Camera Retailing," written by Don Langer. Divided into three parts, the first section deals with sales hints for handling customers, handling cash and a step-by-step procedure in closing the sale. The second part, "Selling Specific Items," devotes 22 chapters to merchandising, promoting and selling different types of photographic goods. The third section is devoted to operating the store, including store management, credit selling, advertising, mail order and handling the discount customer. The book is priced at $3.95 in the U. S. and $4.50 in Canada.

'Building Supply News' Names Oppenheim, Bargenquest

Building Supply News, Chicago, has appointed Lester L. Oppenheim central district manager, headquartering in Cleveland, and Milton J. Bargenquest midwestern manager, with headquarters in Chicago. Mr. Oppenheim was formerly sales representative for the central territory. Mr. Bargenquest, formerly a sales representative, joined the publication in 1952.

NBC Promotes Madden

Jerry Madden, formerly manager of production services in the Pacific division of NBC, New York, has been named director of NBC TeleSales. He replaces James G. Hergen, who has been appointed director of daytime sales, NBC-TV.

"Monday to Friday..."

for sellers to the Chemical Process Industries

POLISH UP YOUR PRODUCT PUBLICITY...

In what group do your product releases fall—the 10% actually used by industry publications or the 90% thrown in the wastebasket? If, upon occasion, yours land in the latter category, public relations man Alec Jordan, President of W. Alec Jordan Associates (New York) has five simple rules for improvement:

Know your publications—send only material of legitimate value to their readers.

Keep releases to a reasonable length—just long enough to say what needs to be said.

Make sure you say something worthwhile—don't try to synthesize news.

Shun, at all cost, the use of lush adjectives.

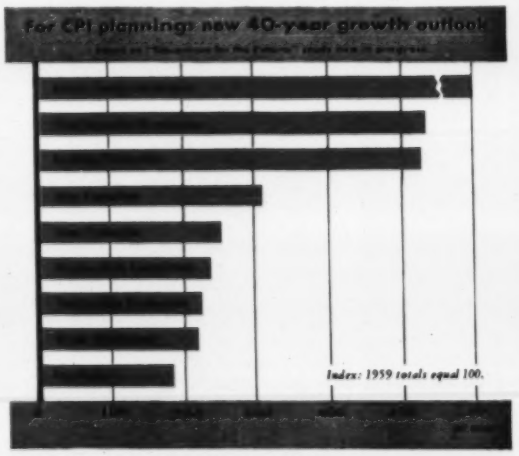
Above all, write for the editor and not for your boss or your own company people.

HERE'S ONE WAY TO TRIM TRAVEL COSTS...

While your sales costs are climbing, your chemical customers are facing the same headache with their selling costs. Just for them to keep a man on the road has already topped 9 cents a mile, and a recent survey shows they're eyeing the pros and cons of automobile leasing with interest.

CPI companies (but not including glass or rubber firms) lease about 25% of all leased cars, and this figure will climb, to represent about 70,000 cars under lease in 1960. Write for the survey *("Route to Lower Road Costs").* It may be helpful to you two ways—in your own auto-travel costs, and in reminding your CPI prospects to be more considerate with your time when you make a call. *(P.S. To say nothing, of course, about how CW advertising can help you cut your costs-per-call.)*

TELESCOPE ON 2000



How long range can you get? Well, somebody just took a look at the year 2000—a Ford Foundation-endowed institution known as Resources for the Future, Inc. In case both of us are around at the turn of the century, here's what we'll see: *A more than 5-fold increase in the use of fertilizers; auto production at 20-million units a year (stay home Sunday!); atomic power at 2,840 billion kwh./year—more than half the total electric energy generated.* If items like these intrigue you, we're sure if you write Resources for the Future in Washington, D.C., they'll tell you more.

Giving Administrators Extra Power to Scotch TV Abuses Leads to Gestapo: Lowell Mason

CHICAGO, Feb. 9—Strengthening of administrative powers to counter tv "hanky panky" and payola was paralleled to curtailing the due process of law by Lowell B. Mason, a former Federal Trade Commission chairman.

Mr. Mason, who served 11 years on the FTC and is a self-styled dissenter—"I wrote more dissenting opinions than all the FTC commissioners put together before or since"—said the quiz scandals and payola spurred "proposals for a sweeping delegation of morality control and standards of good taste from private to governmental responsibility.

"Strangely enough," he added, "the top bureaucrats who would have to wield this power want no part of it. Chairman [John] Doerfer of the Federal Communications Commission said, 'Freedom is lost in moments like these'."

Mr. Mason spoke at the 89th commerce and industry luncheon of the Henry George School of Social Science. Quoting from FTC Chairman Earl W. Kintner, Mr. Mason said, "Why can't responsibility and law enforcement be delegated to government? It could be—if you want to pay for gestapo—the public would be completely protected—nothing would be stolen except our system of government and our freedom."

■ In relating the story of a German refugee who fled tyranny in his native country for the freedom of the U.S., Mr. Mason compared the administrative power—elimination of the due process of law—which triggered Hitler's rise to that which allows civil inspectors (fire marshals, for instance) to enter private property without a warrant.

"Who cares if Kintner and Doerfer don't want to be censors of tv? Do you care because some bureaucrats can burst into your home and lock you up without a warrant?—You didn't know? Of course not. These things never happened to you."

Now practicing law in Washington and the author of "Language of Dissent," Mr. Mason referred to his former title with the FTC as "commissar" rather than commissioner, because as chairman he sat as judge on many of his own decisions and proposals just as a Russian commissar does.

He said Mr. Kintner is doing a good job, but the two are in friendly disagreement about "separating the prosecutor from the judge" in administrative power.

By-passing the due process of law, he said, "is a loss of our protection of liberty. Liberty bores us," and only interests those who know tyranny. #

Seeks N. Cal. Budget Hike

Californians Inc., tourist promotion organization for Northern California, is seeking a $300,000 advertising and promotion budget for 1960, as it aims for a goal of $100,000,000 in tourist trade. John J. Cuddy, managing director, told the Mayor's Committee on Tourism in San Francisco that the 1959 budget was $119,917, of which $40,000 was contributed by the city and country.

Rose Boosts Ad Budget

Wyckoff & Associates, San Francisco, reports that the 1960 ad budget for Rose Exterminator Co. is up 10% to 17% in the three areas in which the agency services the account—San Francisco, Detroit and Cincinnati. Thrift Federal Savings, Oakland, has increased its budget 50%, the agency said.

ABC Films Promotes Paley

Irving Paley, formerly a member of the advertising department and a sales account executive at ABC Films, New York, tv film distributor, has been promoted to director of advertising and promotion, replacing Lee Francis, who resigned.

$40,000 Travel Program Set

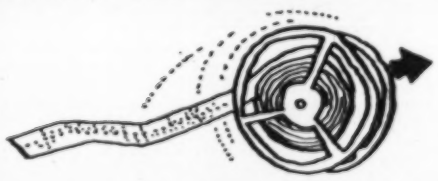
American Tourist Bureau is launching a $40,000 cooperative advertising program with local travel agents around the country featuring five different tour series via Sabena Belgian World Airlines. Picard Advertising, New York, is the agency.

Wichita Agency Adds Studio

John Minnix Art Studio has merged with the art department of the Associated Advertising Agency, Wichita. Mr. Minnix announced that he brings his key clients with him to Associated.

WELCOME TO CHEMICAL WEEK!

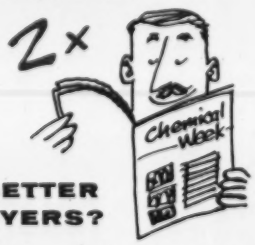
With CW the top gainer in display ad space in 1959, the magazine is making more friends than ever this year. So far 52 brand new and "returned" advertisers have contracted for space in '60 with rate of gain in pages well up over last year. Welcome, gentlemen! We couldn't recommend a better place to add impetus to your CPI selling.



UPPING COMPUTER OUTPUT

To optimize computer use, make management "computer-conscious." This, revealed a recent CHEMICAL WEEK roundup, is the CPI's preferred route to more efficient computer operations. Many firms now have specialized training programs designed to make middle management aware of computer uses and capabilities and enable them to spot problems in their own job areas computers might solve.

So far two basic training approaches have been developed: *Diffused*—where selected personnel are brought together to learn basics of computer use, then charged with disseminating programs within their own divisions; *Concentrated*—in which each division is taken separately through an intensive step-by-step instruction period. Both approaches have proved so effective companies are now worrying about computers being too small and thinking of expansion.

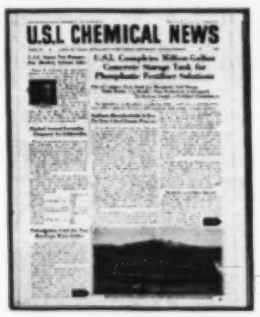


WHO KNOWS BETTER THAN YOUR BUYERS?

Normally we don't make a big deal out of every reader preference study that comes down the pike—but here's one we think rates special mention. Wyandotte Chemicals surveyed 4,653 customers and prospects in 11 different CPI market branches—nation-wide and virtually industry-wide. CHEMICAL WEEK was head and shoulders above the field and readers spent almost twice as much time with it as they did the second magazine. For the full story, ask your CW man to show you *"The Wyandotte Study."*

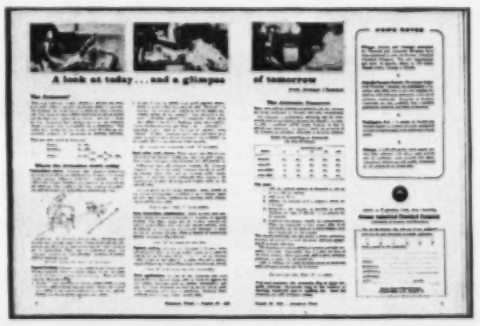
NOTHING SUCCEEDS LIKE SUCCESS...

And here to prove it are 3 time-tested campaigns—each newsy in format—each a tried-and-true top scorer in Reader Feedback and well-read by CPI-Management...



USI's dual-tone blue insert's now a classic. Soft-sell approach, "real-news" content of plants, products and people keeps interest level high—makes readers come back for more week after week, year after year.

HOOKER proves value of effective visual presentation. "Briefs" picture-magazine-look is tempting to the eye ...while index guide at top screens readers in advance and coupon below triggers interest to action.



ARMOUR's "today-and-tomorrow" campaign provides flexible structure for full-fact product data. Copy is long but boxed-off treatment with frequent bold-face leads speed reading.

For CPI-Management in all functions...

Chemical Week

A McGraw-Hill Publication (ABC-ABP)
McGraw-Hill Building
New York 36, New York

WTRF-TV STORY BOARD

Never in the history of our nation has the American dollar had so much good-byeing power.

Wheeling wtrf-TV

Analysts have finally figured out why Robin Hood robbed only the rich . . . the poor had no money!

Wheeling wtrf-TV

Sure that cannibal was expelled from school, he was buttering up his teacher.

Wheeling wtrf-TV

In the 36-county Wheeling Market dominated by WTRF-TV, there are two million people with an annual spendable income of over 2½ billion dollars.

Wheeling wtrf-TV

From the WTRF-TV Fictionary of Definitions:
Reformers: The meddle class.
Experience: Mistakes we like to remember.
Prosperity: What you feel, fold and send to Washington.

Wheeling wtrf-TV

A camel is an animal that looks as if it was put together by a committee.

Wheeling wtrf-TV

A buying audience and more . . . WTRF-TV offers a sales booster merchandising plan. George P. Hollingbery will give you all the specifics.

CHANNEL SEVEN • WHEELING, WEST VIRGINIA

KLZ of Denver... Salutes...
A Radio-Active Business Executive

Mr. C. J. Downing, veteran Denver bakeryman and President of Old Homestead Baking Company. Starting as Sales Manager in 1932 and becoming President in 1945, Mr. Downing has directed his company's growth from a local Denver bakery with five routes to a major regional operation serving Colorado, Wyoming and Nebraska.

A regular program advertiser, Mr. Downing has relied on the strong selling KLZ personalities since the '30's for Old Homestead. Let KLZ Radio sell for you in the rich Denver-Rocky Mountain Area.

C. J. DOWNING, PRES.
Old Homestead Baking Co.

KLZ radio
560 KC

CBS for The Rocky Mountain Area ★ Call KATZ or Lee Fondren, Denver

Carrier Aims Heavy Air Conditioning Drive at Consumer, Industry, Builder

SYRACUSE, Feb. 9—Carrier Corp. will double its 1959 advertising budget in 1960 in a three-part campaign to promote air conditioning systems for home and industry.

With the residential drive to be kicked off in April, Carrier will use four-color ads in the following: *American Home*, spread and three pages; *Better Homes & Gardens*, spread and three pages; *Home Modernizing Guide*, spread and a page; *Living for Young Homemakers*, spread and three pages; *New Homes Guide*, spread and a page; *The Saturday Evening Post*, bleed spread and six pages, and *Sunset Magazine*, spread and three pages.

The headline, "Carrier twelve-month home air conditioning," will be used throughout the residential drive. Its theme: "a new dimension" in central residential air conditioning "made possible by a new automatic air purifier." Copy will plug five consumer benefits—twelve-month air purification, cleanliness, humidity control, temperature control and circulation control.

The new air purifier also will be promoted for use in small commercial establishments.

■ The company hopes to launch its "industrial comfort air conditioning" drive late in March. *Business Week*, with 13 pages; *Fortune*, 12 pages; *Nation's Business*, 12 pages, and *U.S. News & World Report*, 13 pages—all b&w—will be used during the year.

Carrier will use case histories to illustrate how a company's productivity has been increased through the use of its air conditioners. Theme of the industrial ads: "Return on investments through Carrier air conditioning."

■ Third part of the Carrier drive, aimed at builders, architects, consulting engineers and special markets—schools, hotels, motels, restaurants and office buildings—is already under way, using 55 trade publications.

No broadcast media will be used; Sunday supplements are being considered. Tv, outdoor, direct mail and newspapers will be used in local cooperative campaigns, which are being expanded.

Carrier, which has 90 distributors around the U. S., introduced its ad campaign at dealer and distributor meetings around the country.

N. W. Ayer & Son, Philadelphia, is handling the campaign. #

Legal Liquor Will
Bring $70 Million
At 10 a.m. Tuesday 60-odd Tulsa store operators will help pull the cork on a $70 million industry—legalized liquor.
This will be the amount of sales in the state during the first 12 months, J. Boris Kremer, Tulsa wholesaler, who has been an executive in the business since 1934, said.
It will surpass Kansas which has annual sales of $52 to $53 million.
Kremer is a partner in United Beverage. He formerly headed a Wichita wholesale concern and was at one time general sales manager for the Kessler Division of Seagrams.
The liquor front was teeming with activity today. Employes of wholesale firms who have worked around the clock for three days were dead tired, but still on their feet.
Wholesalers began stocking retail stores here last Wednesday. But trucks could deliver only during daylight hours. Under a special decree fro mthe state control board, trucks were given permission to operate from 12:1 this morning until 11:59
pocket method of the bootlegger. Automatic bookkeeping machines were going full blast at wholesalers since a card must be punched for each bottle in stock and again when sold.
At the City Hall, several of the $500 retail liquor store licenses were sold to bring the total issued at noone to 63.
About the same number stores are not ready to open but will do so in the next few weeks.

Reprinted from
The Tulsa
Tribune of
August 31st, 1959

. . . get MORE from this BONANZA in BUSTLING, BIG, BOOMING

TULSA

For 53 years Oklahoma has been dry! And on September 1st, the state became officially "wet." Estimates, according to authorities (quoted in story above) mean $70,000,000.00 in SALES. So . . . tell 'em and sell 'em in the Booming MAGIC EMPIRE, highest Effective Buying Income in the State. Remember, you're not "in" Oklahoma, unless you're in TULSA! . . .

Get MORE Business . . . Use

The Oil Capital NEWSPAPERS

TULSA WORLD **TULSA TRIBUNE**

MORNING ● EVENING ● SUNDAY

Represented Nationally by the

BRANHAM CO.

Offices in Principal U. S. Cities

TULSA IS NOW—
48TH* IN POPULATION
49TH* in EFFECTIVE BUYING INCOME

. . . as reported in SALES MANAGEMENT SURVEY OF BUYING POWER, 1959 edition. Besides these figures which vault Tulsa among the TOP markets of America—Tulsa is Number ONE in per capita ownership of automobiles!

*1959 SM Survey Buying Power

The 40 counties of the MAGIC EMPIRE, represent a BILLION DOLLAR MARKET: More than 50 per cent covered by the Tulsa World and Tribune—75 per cent coverage in the City Zone!

Dow Corning to Promote Silicone for Clothes, Shoes

Dow Corning, Midland, Mich., will use consumer magazines, trade publications and spot tv in "the largest promotional campaign in the history of Syl-mer silicone finishes" beginning in June. Tie-in ads with textile manufacturers will appear in *Harper's Bazaar, New York Times, Simplicity Pattern Book* and *TV Guide. Field & Stream, Mechanics Illustrated, Outdoor Life, Sports Afield, Sports Illustrated*, and *The Saturday Evening Post* will be used to plug Syl-mer in shoes. Network tv spots have been scheduled in 90 markets.

Copy will stress that "there is a Syl-mer finish for every fiber and fabric" and the year 'round advantages of silicone treated products. Anderson & Cairns, New York, is the agency.

Creative Associates Formed

A newly formed advertising and sales promotion service, Creative Associates, Davenport, Ia., has been formed at 207 E. Third St. to specialize in printed materials, with emphasis on creative direct mail. Dick Walker is president and sales director. George Ohley is vp and creative director.

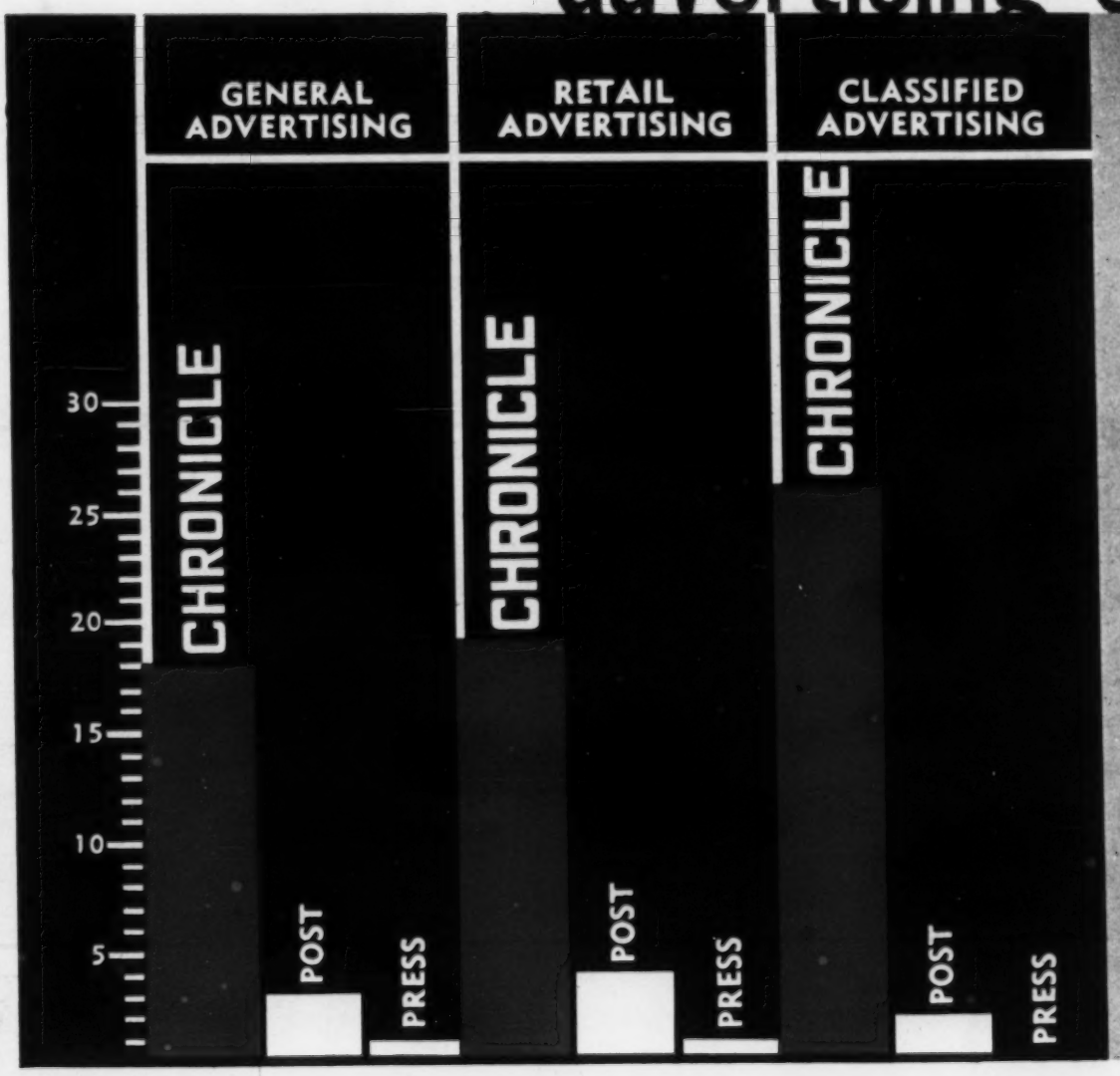
Roshwalb Rejoins Audits

Irving Roshwalb, who left Audits & Surveys, New York, in 1958 to become director of research of Gallup & Robinson, has rejoined A&S as a vp and director of the technical and statistical elements of the company's national total-market audit.

Miller Joins Aubrey, Finlay

Dr. J. Robert Miller, director of marketing research at Nutrena Mills, Minneapolis, has moved to Aubrey, Finlay, Marley & Hodgson, Chicago, as director of research and media.

The Houston Chronicle dominates 63 OUT OF ALL 74 advertising classifications



In General Advertising
The Chronicle leads in
18 of all 22
Classifications*

In Retail Advertising
The Chronicle leads in
19 of all 24
Classifications*

In Classified Advertising
The Chronicle leads in
26 of all 28
Classifications

*Source: Media Records Year 1959

In Houston, The Chronicle

REACHES MORE PEOPLE . . .
CARRIES MORE ADVERTISING . . .
SELLS MORE MERCHANDISE

THE HOUSTON CHRONICLE

Read By More Houstonians Than Any Other Newspaper . . .

The Chronicle is a MUST Buy!

The Branham Company—National Representatives

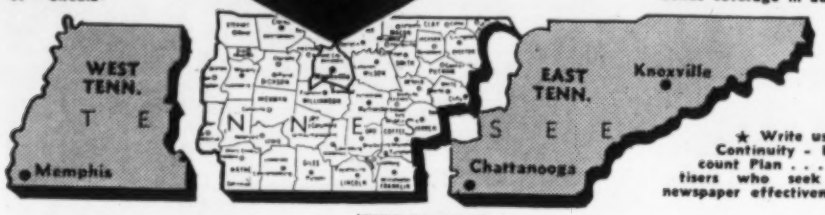
TENNESSEE IS REALLY 3 STATES!

We can show you how to dominate

The BIG MIDDLE Area

Your audience for newspaper advertising is guaranteed by the Audit Bureau of Circulations.

Your advertising message will reach 9 out of 10 homes in Metropolitan Nashville; over HALF the homes in the Retail Trade Zone (shown here) with bonus coverage in adjacent areas.



★ Write us about our Continuity - Impact-Discount Plan . . . for advertisers who seek maximum newspaper effectiveness.

Nashville Banner
PLAN $16 MILLION IN HOMES
Evening

THE NASHVILLE TENNESSEAN
MID-STATE GAINS NEW PLANT
Morning ● Sunday

NEWSPAPER PRINTING CORPORATION, Agent
Represented Nationally by THE BRANHAM CO.

Strauchen, McKim Incorporates

Strauchen & McKim Advertising, Cincinnati, a partnership since 1937, has incorporated. Officers are E. R. Strauchen, president; John V. Quackenbush, vp; Robert W. Willen, treasurer, and Betty J. Morgan, secretary.

Baker Joins 'Hatchery & Feed'

Delbert C. Baker has joined *Hatchery & Feed*, Mount Morris, Ill., as advertising manager, succeeding Robert Harrison, who resigned. Mr. Baker formerly operated his own retail feed supply store in Graettinger, Ia.

Rimberg Joins VanSant

John Rimberg has been named associate research director of VanSant, Dugdale & Co., Baltimore. He formerly was in marketing and opinion research with Sidney Hollander Co., Baltimore.

Smith, Taylor Boosts Petrencs

Jules A. Petrencs, formerly creative director of Smith, Taylor & Jenkins, Pittsburgh, has been promoted to exec vp of the agency.

Sports Goods Sales Topped $2 Billion in '59, Study Says

CHICAGO, Feb. 9—A statistical research study, "The Sporting Goods Market at the Threshold of the '60s," estimates there was an increase of more than 8% in consumer purchases of sporting goods last year over 1958.

Prepared for the National Sporting Goods Assn. by Richard E. Snyder, economist, the study finds the biggest 1958-'59 gains among the major product groups were shown by gymnasium equipment, playground equipment, pleasure boats, winter sports equipment, photographic equipment, tents and football, basketball and boxing goods.

In 1960 total sporting goods sales are expected to reach $2.2 billion, a record high, passing the $2 billion mark for the first time and exceeding 1959 sales by 11.3%, the study reports.

In terms of expected 1959-'60 gains, the five "hottest" specific product groups are gymnasium equipment, winter sports equipment, tents, playground equipment and pleasure boats and equipment.

■ The report contains a new set of special estimates of total sporting goods sales, excluding boats and motors, applying to the 50 largest metropolitan markets for such goods. These 50 markets are shown to account for 52.8% of the national sporting goods sales potential, less boat and motor sales.

Copies of the study are available at $15 each from Richard E. Snyder, 221 N. LaSalle St., Chicago 1.

DMAA Offers Case Studies

The Direct Mail Advertising Assn., New York, has begun issuing a series of brochures, under the general title "Adventure in Selling," detailing award-winning direct mail campaigns. The first brochure covers General Foods. Others will feature campaigns of Cessna Aircraft, Canadian National Railways, M-E-L division of Ford Motor Co., Slant-Fin Radiator Co., Grit Printing Co., Office Overhead Ltd., Eagle Pencil Co., IBM, Stran-Steel, Albany Products Co. and Bank of America. DMAA members will receive the brochure free. Non-members can obtain a sample copy for $1 from the *Reporter of Direct Mail Advertising*, 224 Seventh St., Garden City, L.I., New York.

National Tea 'White Sale' Features Pillsbury, Scott

National Tea Co., Chicago, will feature Scott Paper Co. and Pillsbury Co. products in its "Winter White Sale" in its 900 stores in 18 states. Newspaper advertising plus in-store promotion will be used for the sale. National purchased more than $1,000,000 worth of paper and bakery goods from the two companies for the sale. Included were 132 carloads of Scott products, which tops the 128-carload purchase from Scott which the grocery chain made last year (AA, Jan. 26, '59).

WNHC Appoints Chalmers

Richard L. Chalmers, previously director of sales development at WNHC-TV, New Haven, Conn., has been named general manager at WNHC. He replaces Alan Henry, who left to become manager of WCKR, Miami.

Lee Smith Joins Howard

Lee Phillip Smith, formerly with NBC, has been named an account executive at Bernard Howard & Co., New York, radio-tv station representative.

The fact that all of these

"BIG-NAME" APPLIANCES

are advertised in PARENTS' MAGAZINE

is important to advertisers of

FOODS, HOUSEHOLD GOODS,

and other products!

No question about it. The families with children who buy the most home appliances and equipment, also buy the most of virtually all other products too.

Families with children spend much more than families without children. For example, Foods . . . 94% more; Furniture . . . 86% more; Cleaning Preparations . . . 170% more; Toiletries . . . 70% more; Footwear . . . 157% more.

YOU, TOO, CAN SELL MORE THROUGH PARENTS' MAGAZINE!

Only PARENTS', among major magazines, is devoted 100% to families with children, biggest buyers. More than 1,825,000 families with over 4,200,000 growing children make the PARENTS' market the most important market you can reach.

Ask today for complete details.

COMMENDED BY THE CONSUMER SERVICE BUREAU OF PARENTS' MAGAZINE

Ups sales! Ask about this Seal's application to your products.

Parents' Magazine Circulation Guarantee 1,825,000 | Monthly Readership 6,2000,000 | Children in Parents' Magazine Families 4,200,000

PARENTS' MAGAZINE, 52 Vanderbilt Ave., N. Y. 17 • Chicago • Atlanta • Boston • Detroit • Los Angeles • San Francisco

New York is an off-to-work commuter.

New York is a get-on-with-her-work housewife. New York is people at work—5 million families of them, growing, wanting, needing, buying. New York is The New York Times. New Yorkers live by it. It serves them with the most news.

It sells them with the most advertising.

Selling Insurance?

Here's a preferred market—at a popular price: for less than 5¢ apiece, you reach 85.000 dentists (income and standard-of-living well above average) in a magazine they read devotedly. May we give you facts and figures?

ORAL HYGIENE
1005 LIBERTY AVENUE, PITTSBURGH 22, PENNSYLVANIA

New Walton Rep Moves

Hal Walton Associates, New York, radio station representative, will move to larger quarters at 299 Madison Ave. The company was started a few weeks ago by Hal Walton, formerly vp and general manager of WNJR, Newark, N. J. It now represents WRSA, Saratoga Springs, and WACK, Newark, N. Y.; WPTS, Pittston, Pa.; WISP, Kinston, N. C.; WTTL, Madisonville, Ky.; KDBS, Alexandria, La.; WSUZ, Palatka, and WTYS, Marianna, Fla., and WCGO, Chicago Heights, Ill.

Verilux to Chambers, Wiswell

Chambers, Wiswell, Shattuck, Clifford & McMillan, Boston, has been appointed marketing and advertising consultant for the promotion of Verilux, a "new concept" in light, produced by Franklin Research & Development Corp., Wheeler-Fullerton lighting division.

Harvey to Hixson & Jorgensen

Brian Harvey, a partner of Ramsey Oppenheim Publications and Southern California manager of *Western Advertising*, joined Hixson & Jorgensen, Los Angeles, Feb. 8 as creative director and a member of the executive committee. In addition to being Southern California manager, he also has been advertising manager of the publication.

PLANT ENGINEERING
magazine dedicates this series to its readers, the thousands of plant engineers who plan, purchase and maintain America's industrial plants and the equipment and supplies they use.

"What can a Plant Engineering Department contribute to a company? It can keep it from going broke!"

JOHN P. MOSER *Production Vice President, Lever Brothers Company*

Medical Association Sets Ad Guides for Its 11 Publications

CHICAGO, Feb. 9—The American Medical Assn. has specified standards for acceptance of advertising in 11 AMA scientific publications.

The standards, published in the Jan. 30 *Journal of the AMA*, "are designed to insure the accuracy, comprehensiveness, timeliness, and relevancy of advertising content."

The standards list five guides for advertisement eligibility:

- Products or services eligible for advertising shall be germane to, effective in, and useful in the practice of medicine, and shall be commercially available.
- Pharmaceutical products will not be eligible until a new drug application from the Food & Drug Administration becomes effective.
- Institutional - style advertising germane to the practice of medicine and "public service" messages of interest to physicians may be considered eligible.
- Alcoholic beverages and tobacco products are not eligible.
- The association may decide that certain products or services are not eligible if advertisements for these products or services in other media consistently or significantly depart from the standards of suitability of copy as established by the association's advertising committee.

■ The remainder of the standards discuss suitability of advertising copy, procedures of the advertising committee, advertisements for specific types and classes of products and services, and the working time requirements for the advertising committee. #

San Giorgio Macaroni Account Moves to W. B. Doner

San Giorgio Macaroni Inc., Lebanon, Pa., has moved its advertising account from Arndt, Preston, Chapin, Lamb & Keen to W. B. Doner & Co., Philadelphia, effective March 16. The account bills approximately $600,000 a year.

San Giorgio, which in the past year spent a good part of its budget sponsoring the Philadelphia Eagles football telecasts, besides using newspaper ads, plans to continue with tv in all marketing areas, backed by newspaper space and radio spots.

Direct Mail Volume Down

For the first time in 13 years, the estimated dollar volume in direct mail advertising failed to exceed the previous year's estimate. Direct mail in 1959 totaled $1,805,225,709, compared with $1,817,291,491 in 1958, Robert F. DeLay, president of the Direct Mail Advertising Assn., has reported. Direct mail volume represents 16% of total advertising revenue of all media, Mr. DeLay said. Mr. DeLay attributed the slight decrease in direct mail volume during 1959 to increases in postal rates.

Crossett Paper to Fitzgerald

Crossett Paper Mills, a division of Crossett Co., Crossett, Ark., has named Fitzgerald Advertising Agency, New Orleans, to handle its account. Fitzgerald already handles advertising for Crossett Chemical and Crossett Lumber Co., the other two producing divisions of Crossett Co.

Friedman Joins Regal Products

Wallace Friedman has been named director of marketing, in charge of sales and advertising, for Regal Products Corp., Harrisburg, Pa. He formerly was director of advertising and sales promotion for Capitol Products Corp., Mechanicsburg, Pa.

The year's outstanding advertising buy:

How to get a close-up of the Automotive Industry

Focusing on your prospect in the automotive industry, when it comes to advertising, is largely a matter of telling your sales story in a medium which attracts high interest and reader acceptance.

The 1960 AUTOMOTIVE NEWS *Almanac* is just such a publication! Here's why: There is probably no field of business in this country which is as highly competitive—and rapidly changing—as the complicated world of transportation. And the men who specify, recommend and purchase products and services are—indeed must be—extremely conscious of facts, figures, trends and happenings which are vital to their jobs.

For twenty-three years the *Almanac*—and only the *Almanac*—has provided a composite picture of all of this essential intelligence:

- Directory of Automotive Manufacturers—Listing Products and Personnel.
- Photos and Biographical Sketches of Over 1500 Industry Executives.
- New Car Dealer Totals by Makes and States.
- Cars in Operation by Makes, States and Model Years.
- Year in Review.
- Engineering Data.
- Production Estimates by Makes.
- Commercial Car Registrations.
- Hundreds of Other Features.

Indeed—almost every important fact manufacturing executives, car and truck dealers have use for during the year!

Why not ask *your* customers and prospects what they think of the AUTOMOTIVE NEWS *Almanac?* Then contact your nearest representative for complete details on the 1960 Issue!

REPRESENTATIVES:

NEW YORK: Edward Kruspak, Howard E. Bradley, Room 707, 51 E. 42nd St., Murray Hill 7-6871

CHICAGO: J. Goldstein, Bill Gallagher, Room 903, 360 N. Michigan Ave., State 2-6273

DETROIT: R. L. Webber, William R. Maas, Roy Holihan, 965 E. Jefferson, Woodward 3-9520

SAN FRANCISCO: Jules E. Thompson, 681 Market St., Douglas 2-8547

LOS ANGELES: Robert E. Clark, 6000 Sunset Blvd., Hollywood 3-4111

RESERVE SPACE NOW!
1960 ALMANAC

ISSUED—APRIL 25
CLOSES—MARCH 15

The most influential publication in the automotive industry.

Member ABC Member ABP

YEAR LONG USE . . .
YEAR 'ROUND EXPOSURE

Look at ALL THREE!

The U.S.A., Hawaii and Canada are strategically covered with Sheraton Hotels — a whopping 54 in fact

Believe it or not, you can get a reservation for any of these 54 hotels, even the four in Hawaii, in just 4 seconds via Sheraton's electronic *RESERVATRON*. Try it. Just call the Sheraton Hotel nearest you. This service is gratis. WRITE FOR FAT FREE BOOKLET: 96 pages to fill you in on the wonders of Sheraton Hotels in 39 cities (and to show us how this ad pulls). Address: Sheraton Corp., Ad Age Ad #7, 470 Atlantic Ave., Boston, Mass.

S. F. Art Adclubs Merge

The Society of Designers & Illustrators and the Art Directors' Club, both of San Francisco, have combined forces in a new Art Directors & Artists' Club with Wayne Mayfield of L. C. Cole Co. as president. Other officers are William Carson, Container Corp. of America, 1st vp; Joseph Wallace, Wyman Advertising, 2nd vp; Cy Snyder, Contaíner Corp., advisory vp; Louis Shawl, Shawl, Nyeland & Seavey, controller; Fran Mercer, Mercer Studios, secretary, and Price Burlingame, Kaiser Graphic Arts, treasurer.

'Play of Week' Syndicated

National Telefilm Associates, New York, tv film distributor, has put into syndication "The Play of the Week," a series of two-hour dramas, which have received much favorable comment from a lengthy run on NTA's Newark station, WNTA-TV.

ELEGANCE—*This color page, scheduled for the March issue of Esquire, is one of a series of ads in a spring magazine drive for Botany 500 suits and coats by H. Daroff & Sons.*

Daroff Sets $500,000 Magazine Drive for Botany 500 Suits

NEW YORK, Feb. 9—H. Daroff & Sons has scheduled a $500,000 spring drive for its Botany 500 Tailored by Daroff suits. The campaign, in two major phases, will be concentrated in March, April and May magazines.

A series of four-color bleed pages will display various models of the Botany 500 suits in lush settings—aboard a yacht, at the Forum of Twelve Caesars restaurant, at a country estate—accompanied by some admiring pulchritude. Magazines include *Esquire, Gentlemen's Quarterly, Holiday, New York Times Magazine* and *Sports Illustrated*. Supporting the color pages will be b&w pages and fractions in *Life, The New Yorker, The Saturday Evening Post, Time* and *True*. Campaign theme is, "This is the elegance of the Botany '500' look."

A four-color bleed spread with an eight-page booklet tip-in in the April *Holiday* will display four new models of the suits specially designed for travel. The booklet, in addition to displaying the Botany 500 travel clothing, will provide information on packing, foreign currency regulations, tipping and worldwide weather. Travel agencies and retail clothiers also will circulate the booklet.

A merchandising program will back up the campaign, including radio and tv spot materials, statement stuffers and hang tags.

Agency for H. Daroff & Sons is North Advertising. #

Trading Stamp Charge Against Loblaw Groceterias Dropped

Magistrate C. W. Tupper has dismissed a charge of dealing in trading stamps contrary to the Criminal Code of Canada against Loblaw Groceterias, (Manitoba) Ltd., Winnipeg. The magistrate said that an identical charge brought at the same time against the Independent Grocers' Alliance (IGA) grocery chain would also be dismissed. John Scollin, Crown prosecutor, said that the judgment on the Loblaw case would be appealed.

This was the second charge against Loblaw, which was convicted and fined Oct. 14, in magistrate's court for issuing stamps that were not redeemable. The October case is now before the Manitoba court of appeal.

Barrett Appointed Chairman

Victor E. Barrett, vp for advertising and promotion of Manger Hotels, New York, has been appointed chairman of the advertising advisory committee of the Sales Management Assn.

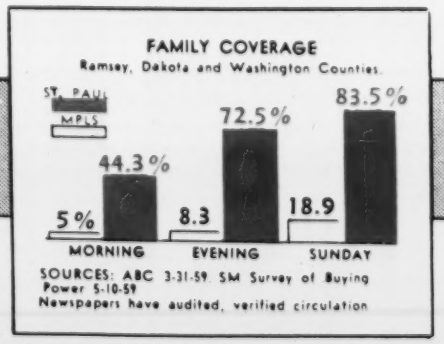
THE 13th MARKET IS TWINS

. . . but they're COVERED differently

8 out of 10 homes in the St. Paul "Half" of the nation's 13th Market are covered by the

ST. PAUL DISPATCH
A RIDDER NEWSPAPER
PIONEER PRESS

Representatives RIDDER-JOHNS, INC.
New York—Chicago—Detroit—Los Angeles—San Francisco—St. Paul—Minneapolis



#5 triumphs of an advertising decision maker

HE KNEW THERE'S NO UNWANTED AUDIENCE WITH SPECIAL INTEREST MAGAZINES

This media man is flying high. He's not only got a raise—but a pat on the back from the client, too! All because he recognized that with special interest magazines there's no unwanted and disinterested audience. Every reader is a prospect because he and the advertiser share a common interest.

HEARST magazines

13 keys to the special interests of 13 groups of people • • • Good Housekeeping Popular Mechanics • American Druggist • Town & Country • House Beautiful • Motor • Science Digest Motor Boating • Sports Afield • Bride & Home • Harper's Bazaar • New Medical Materia • Cosmopolitan

For the first time, uniform data is available from a single, *independent* source for comparing newsweekly total audiences.

Significant New Data on the Total

from Sindlinger & Company,

DETACH FOR READING

An authoritative new report is now added to the fund of research knowledge which has become indispensable to the planning of effective media strategy. It joins a growing library of important audience research provided by such magazines as Life, Look, Reader's Digest, The Saturday Evening Post and others.

KEEP FOR FUTURE REFERENCE

This study contains several unique characteristics, which are believed to be significant

the world-wide newsweekly for communicative people

THE CHARACTERISTICS

OF THE

READING AUDIENCES

of Newsweek, Time and U.S. News & World Report

A nationwide study conducted by Sindlinger & Company, Inc., Business Analysts

SINDLINGER & COMPANY, INC.

Business Analysts

RIDLEY PARK, PENNSYLVANIA
LEhigh 2-4100

NEW YORK OFFICE:
441 LEXINGTON AVE.
NEW YORK 17, N.Y.
MUrray Hill 7-8883

September 15, 1959

Mr. Andrew J. Cullen
Director of Research
NEWSWEEK
444 Madison Avenue
New York, New York

Dear Mr. Cullen:

We are pleased to submit our report on the characteristics of the reading audiences of Newsweek, Time and U.S. News & World Report. These data are based on a total of 58,712 telephone interviews conducted during the period April 1958 through March 1959. Findings based on this continuous daily interviewing, covering the size of the reading audience of the above three news magazines, have already been made available to subscribers of the Sindlinger Magazine Activity Service, which reports on over forty magazines.

We are gratified that J. Stevens Stock has undertaken to write an appraisal of the sampling and interviewing techniques employed in the collecting of these readership findings.

It is our hope that this material will prove a meaningful contribution to the fund of knowledge available on the readership of these three important magazines.

Sincerely yours,

Albert E. Sindlinger
President

AES/dls

INTRODUCTION

In recent years, research has become a vital tool for management planning. And, within this field, the magazine industry has made notable contributions both to the fund of marketing and media intelligence and to the development of more effective research methods and techniques. Indeed such projects as (1950) A Study of the Accumulative Audience of Life; (1956) A Study of Seven Publications (Reader's Digest); (1958) The Audiences of Nine Magazines (Look), and (1958) The Readers of The Saturday Evening Post represent outstanding milestones in the path of research accomplishment.

About four years ago, Newsweek introduced a major economic study—The Newsweek Continuing Survey of Capital Appropriations—which has become, in a relatively short period of time, a significant and outstandingly accurate measurement within the vital field of capital spending. Additionally, in response to a need articulated by a Congressional Subcommittee on consumer statistics, Newsweek, of more recent date, undertook the sponsorship of The Continuing Survey of Consumer Buying Plans, a unique and pioneering effort within the field of consumer spending. Both of the above-mentioned Newsweek studies are under the direction of the National Industrial Conference Board, one of the nation's outstanding independent research and economic study organizations.

The Continuing Survey of Consumer Buying Plans is based on continuous interviewing—five thousand completed interviews per month—conducted by the nationwide research organization of Sindlinger & Company. The pioneering developments of this research organization—particularly in the field of telephone interviewing—represent a major contribution to this project. Indeed the name of Sindlinger & Company is associated in the minds of many with new and unique methods within the field of research practice. Perhaps the most notable accomplishment of this organization is the devising of techniques through which the telephone could be used to the highest degree of accuracy and efficiency in the development of marketing and media data. Another accomplishment is the building of a permanent interviewing staff that perhaps can make the justifiable claim that it has more experience in the field of telephone interviewing than any research organization in active practice today.

In recent years, Sindlinger & Company employing a national probability sample of telephone households—a sample containing many unique features—has applied telephone interviewing to the measurement of size and characteristics of magazine reading audiences and similar data on the audiences of other media. For the past several years, these magazine data on a long list of publications, have been available to subscribers to the Sindlinger Magazine Activity report.

Newsweek has subscribed to the Magazine Activity report for several years and recently requested the Sindlinger organization to go back over its past interviewing records and develop audience characteristics data on the reading audiences of the newsweekly magazine field—Newsweek, Time, and U. S. News & World Report.

The audience information contained in this report is based on nearly sixty thousand interviews conducted during the twelve-month period—April 1958 through March 1959.

It is felt that this project involves several major accomplishments:

1. It makes available for the first time total reading audience characteristics of the newsweekly magazine field.
2. It is the first time in the history of magazine research that a sample as large as this has ever been used.
3. It represents the application of a unique and powerful research instrument—the telephone—to the measurement of reading audiences of magazines of relatively small circulation size.

The technical appendix, written by J. Stevens Stock, one of the nation's outstanding research authorities, describes in detail the methods by which the material has been collected.

It is hoped that this undertaking will represent a useful and meaningful contribution to the field of media analyses.

ANDREW J. CULLEN
DIRECTOR OF RESEARCH
NEWSWEEK

OCCUPATION

Occupation of Readers

(12 YEARS OF AGE AND OVER)

	Population		Newsweek		Time		U.S.N. & W.R.	
	# (000)	%	# (000)	%	# (000)	%	# (000)	%
Total	126,403	100.0	6,962	5.5	8,144	6.4	4,585	3.6
Professional, Technical, Kindred	7,197	100.0	1,135	15.8	1,358	18.9	820	11.4
Managers, Proprietors, Officials	6,920	100.0	939	13.6	788	11.4	685	9.9
Craftsmen, Foremen, Kindred	8,705	100.0	681	7.8	661	7.6	462	5.3
Clerical, Sales & Kindred	13,716	100.0	1,102	8.0	1,137	8.3	797	5.8
Operative & Laborers	15,722	100.0	203	1.3	264	1.7	93	0.6
Domestics & Service Workers	7,054	100.0	149	2.1	183	2.6	78	1.1
Farmers & Farm Managers	4,555	100.0	114	2.5	160	3.5	119	2.6
Unemployed Civilian Labor Force	4,401	100.0	203	4.6	279	6.3	107	2.4
Students (12 years & over)	17,542	100.0	803	4.6	1,124	6.4	319	1.8
Housewives (Nonworking)	30,489	100.0	1,081	3.5	1,496	4.9	617	2.0
Retired and/or unable to work	8,522	100.0	316	3.7	423	5.0	334	3.9
Unclassified	1,645	100.0	237	14.4	272	16.5	155	9.4

The above table should be read as follows: Of the 7,197,000 people employed in Professional, Technical and Kindred Occupations, 1,135,000—or 15.8%—read Newsweek.

Occupation of Male Readers

(12 YEARS OF AGE AND OVER)

	Population		Newsweek		Time		U.S.N. & W.R.	
	# (000)	%	# (000)	%	# (000)	%	# (000)	%
Total	61,032	100.0	4,916	8.1	5,442	8.9	3,421	5.6
Professional, Technical, Kindred	4,498	100.0	985	21.9	1,141	25.4	733	16.3
Managers, Proprietors, Officials	5,814	100.0	862	14.8	714	12.3	635	10.9
Craftsmen, Foremen, Kindred	8,582	100.0	662	7.7	645	7.5	448	5.2
Clerical, Sales & Kindred	5,674	100.0	736	13.0	701	12.4	572	10.1
Operative & Laborers	12,215	100.0	184	1.5	223	1.8	87	0.7
Domestics & Service Workers	2,832	100.0	120	4.2	135	4.8	69	2.4
Farmers & Farm Managers	3,635	100.0	109	3.0	158	4.3	113	3.1
Unemployed Civilian Labor Force	3,105	100.0	180	5.8	244	7.9	94	3.0
Students (12 years & over)	9,519	100.0	636	6.7	928	9.7	270	2.8
Housewives (Nonworking)	—		—		—		—	
Retired and/or unable to work	4,373	100.0	249	5.7	325	7.4	270	6.2
Unclassified	764	100.0	190	24.9	226	29.6	133	17.4

Occupation of Female Readers

(12 YEARS OF AGE AND OVER)

	Population		Newsweek		Time		U.S.N. & W.R.	
	# (000)	%	# (000)	%	# (000)	%	# (000)	%
Total	65,371	100.0	2,046	3.1	2,702	4.1	1,164	1.8
Professional,Technical, Kindred	2,699	100.0	150	5.6	217	8.0	87	3.2
Managers, Proprietors, Officials	1,106	100.0	77	7.0	74	6.7	50	4.5
Craftsmen, Foremen, Kindred	123	100.0	19	15.4	16	13.0	14	11.4
Clerical, Sales & Kindred	8,042	100.0	366	4.6	436	5.4	225	2.8
Operative & Laborers	3,507	100.0	19	0.5	41	1.2	6	0.2
Domestics & Service Workers	4,222	100.0	29	0.7	48	1.1	9	0.2
Farmers & Farm Managers	920	100.0	5	0.5	2	0.2	6	0.7
Unemployed Civilian Labor Force	1,296	100.0	23	1.8	35	2.7	13	1.0
Students (12 years & over)	8,023	100.0	167	2.1	196	2.4	49	0.6
Housewives (Nonworking)	30,489	100.0	1,081	3.5	1,496	4.9	617	2.0
Retired and/or unable to work	4,149	100.0	67	1.6	98	2.4	64	1.5
Unclassified	881	100.0	47	5.3	46	5.2	22	2.5

HOUSEHOLD INCOME

Distribution of Readers by Household Income

(12 YEARS OF AGE AND OVER)

	Population		Newsweek		Time		U.S.N. & W.R.	
	# (000)	%	# (000)	%	# (000)	%	# (000)	%
Total	126,403	100.0	6,962	5.5	8,144	6.4	4,585	3.6
Under $4,000	43,373	100.0	988	2.3	1,174	2.7	584	1.3
$4,000-4,999	18,041	100.0	1,395	7.7	1,668	9.2	867	4.8
$5,000-7,499	33,243	100.0	1,852	5.6	2,121	6.4	1,239	3.7
$7,500-9,999	15,950	100.0	1,447	9.1	1,640	10.3	994	6.2
$10,000 & over	9,110	100.0	966	10.6	1,153	12.7	685	7.5
Not Determined	6,704	100.0	314	4.7	391	5.8	219	3.3

The above table should be read as follows: Of the 9,110,000 people residing within households whose income is $10,000 and over, 966,000—or 10.6%—read Newsweek.

Distribution of Male Readers by Annual Household Income

(12 YEARS OF AGE AND OVER)

	Population		Newsweek		Time		U.S.N. & W.R.	
	# (000)	%	# (000)	%	# (000)	%	# (000)	%
Total	61,032	100.0	4,916	8.1	5,442	8.9	3,421	5.6
Under $4,000	20,531	100.0	680	3.3	761	3.7	432	2.1
$4,000-4,999	8,800	100.0	969	11.0	1,082	12.3	637	7.2
$5,000-7,499	16,440	100.0	1,280	7.8	1,437	8.7	903	5.5
$7,500-9,999	7,975	100.0	1,074	13.5	1,141	14.3	777	9.7
$10,000 & over	4,675	100.0	705	15.1	789	16.9	525	11.2
Not Determined	2,634	100.0	209	7.9	233	8.8	147	5.6

Distribution of Female Readers by Annual Household Income

(12 YEARS OF AGE AND OVER)

	Population		Newsweek		Time		U.S.N. & W.R.	
	# (000)	%	# (000)	%	# (000)	%	# (000)	%
Total	65,371	100.0	2,046	3.1	2,702	4.1	1,164	1.8
Under $4,000	22,842	100.0	308	1.3	413	1.8	152	0.7
$4,000-4,999	9,241	100.0	426	4.6	586	6.3	230	2.5
$5,000-7,499	16,803	100.0	572	3.4	684	4.1	336	2.0
$7,500-9,999	7,975	100.0	373	4.7	499	6.3	217	2.7
$10,000 & over	4,435	100.0	261	5.9	364	8.2	160	3.6
Not Determined	4,070	100.0	105	2.6	158	3.9	72	1.8

AGE

Age of Readers

(12 YEARS OF AGE AND OVER)

	Population		Newsweek		Time		U.S.N. & W.R.	
	# (000)	%	# (000)	%	# (000)	%	# (000)	%
Total	126,403	100.0	6,962	5.5	8,144	6.4	4,585	3.6
12-17	16,280	100.0	287	1.8	418	2.6	70	0.4
18-24	13,863	100.0	919	6.6	940	6.8	340	2.5
25-34	22,294	100.0	1,593	7.1	1,520	6.8	640	2.9
35-44	22,808	100.0	1,868	8.2	1,686	7.4	1,021	4.5
45-54	20,092	100.0	1,459	7.3	2,157	10.7	1,285	6.4
55-64	15,193	100.0	535	3.5	831	5.5	768	5.1
65 & older	14,013	100.0	193	1.4	450	3.2	362	2.6
Not determined	1,881	100.0	113	6.0	144	7.7	103	5.5

The above table should be read as follows: Of the 14,013,000 persons 65 years of age and over, 193,000—or 1.4%—read Newsweek.

Age of Male Readers
(12 YEARS OF AGE AND OVER)

	Population		Newsweek		Time		U.S.N. & W.R.	
	# (000)	%	# (000)	%	# (000)	%	# (000)	%
Total	61,032	100.0	4,916	8.1	5,442	8.9	3,421	5.6
12-17	8,231	100.0	242	2.9	352	4.3	59	0.7
18-24	6,411	100.0	681	10.6	619	9.7	268	4.2
25-34	10,871	100.0	1,133	10.4	1,096	10.1	506	4.7
35-44	11,080	100.0	1,379	12.4	1,159	10.5	781	7.0
45-54	9,862	100.0	943	9.6	1,312	13.3	961	9.7
55-64	7,418	100.0	359	4.8	529	7.1	539	7.3
65 & older	6,383	100.0	110	1.7	284	4.4	258	4.0
Not determined	757	100.0	72	9.5	94	12.4	52	6.9

Age of Female Readers
(12 YEARS OF AGE AND OVER)

	Population		Newsweek		Time		U.S.N. & W.R.	
	# (000)	%	# (000)	%	# (000)	%	# (000)	%
Total	65,371	100.0	2,046	3.1	2,702	4.1	1,164	1.8
12-17	8,049	100.0	45	0.6	66	0.8	11	0.1
18-24	7,452	100.0	238	3.2	321	4.3	72	1.0
25-34	11,423	100.0	460	4.0	424	3.7	134	1.2
35-44	11,728	100.0	489	4.2	527	4.5	240	2.0
45-54	10,230	100.0	516	5.0	845	8.3	324	3.2
55-64	7,775	100.0	176	2.3	302	3.9	229	2.9
65 & older	7,630	100.0	83	1.1	166	2.2	104	1.4
Not determined	1,124	100.0	41	3.6	50	4.4	51	4.5

ABOUT THE APPENDIX

The technical paper which follows describes the sampling procedures and interviewing techniques used by Sindlinger & Company, Inc., Business Analysts, in its continuous studies of magazine readership. It is findings from these studies which form the basis of this report.

The discussion of the rationale of this new approach to media research should prove a valuable contribution to the fund of knowledge on this important topic.

This article has been prepared by Dr. J. Stevens Stock, one of the nation's leading authorities in the area of market and media research.

Dr. Stock has written several books and numerous articles and papers on the mathematics and psychology of research in marketing and public relations. He has held a number of executive positions in the advertising and research fields and currently heads up his own firm, J. Stevens Stock Research Company.

ANDREW J. CULLEN
DIRECTOR OF RESEARCH
NEWSWEEK

TECHNICAL APPENDIX

by

J. Stevens Stock

October, 1959

A. Introduction: This study reports the quantities and qualities of the audiences delivered by three magazines. These audiences, like the audiences of all media, are the *raw materials* of advertising. This study gives the *"weight"* and *"assay"* of these raw materials.

The value of advertising using these media depends not only upon the quantity and quality of the raw materials, but upon the design of the product, the advertisement itself.

An advertiser purchases media with a view to creating the kind of advertising product he wants to create.

In buying these raw materials the advertiser insists that the supplier give him an accurate quantity weight and quality assay of his purchase.

In the purchasing of any raw materials such as chemicals, steels, lumber, coal, and flour, there are elaborate rules governing the assay attached to the bill of lading of just what quantity and quality of material is being delivered.

Until relatively recently, there have not been available the techniques for weighing the quantity and assaying the quality of audiences delivered by various advertising media.

Print media in the United States have had Audit Bureau of Circulation figures on numbers of copies sold. These figures have come to form the basis for pricing the various print media. Though they are quite accurate in themselves, they are simply *quantity* numbers from which the advertiser can make only a rough guess of the *size* of the audience. Furthermore, they tell nothing of the quality.

Two classes of technical problems have beset the accurate assay of magazine audiences:

1. What is a reader? (The size of an audience is the number of readers.)
2. How can an accurate population sample be obtained? (This must be a sample from which we can predict not only the total number of readers but also the proportions of readers having various economic, social, psychological, and buying characteristics.)

B. Definition of a Reader: The first problem involves many qualitative considerations:

> Somewhere along the continuum between a person who might fleetingly see the cover of a particular issue on the newsstand and the person who reads the same particular issue from cover to cover lies the definition of a reader.
>
> Further, somewhere between the person who reads a copy of the magazine once in a "long while," (say one issue a year) and the person who sees *every* issue, lies the definition of a reader.

Where these "cutting points" between readers and non-readers are is a matter for considerable thought—as yet there is no "critical point."

> In chemistry, it is known how to determine when a solution is acid or when it is alkaline, or in electricity, when a current is positive and when it is negative. No such precise points decide who is a reader, who is a non-reader.

There is a further qualitative criterion of readership:

> What is a prospective customer among the reader-audience? A bank president and a mechanical engineer are possible decision-makers for the purchase of steam turbines, but their wives are perhaps a more important audience for a detergent advertisement.

But first, what is a reader—without regard to his quality as a prospective customer? Some have suggested that the number who recall a given advertisement or a given editorial are readers. This would be a great under-statement: For the most part, the recall of an advertisement or an editorial depends upon the character and quality of the advertisement or the editorial.

> By this analogy, the customer acceptance of a finished product, such as an automobile, depends for the most part on its engineering and artistic design. The qualities of its raw materials (steel, aluminum, rubber) are critical, but not the final determinants of consumer acceptance of the finished product.

So it is that the measurement of readership of a medium is the measurement of how many people have a *chance* of seeing an advertisement or editorial in the magazine *independent of the attractiveness of the advertisement or editorial from the reader's point of view.*

> But this chance is different for different degrees of readership.

This is to say there is a *scale* of the degree of readership: Beyond some point on the scale of degree of readership it can be said that a person is a reader; up to that point it can be stated the person does not qualify as a reader.

This is analogous to a number of mensuration problems in attitude and opinion research: How many of a certain group can be said to be favorable or unfavorable

to a given proposition or political candidate? This problem is extremely difficult since there are all degrees of favorability and unfavorability in any group in the population. In just the same way there are all degrees of readership of a magazine in any group.

For illustration consider a simple problem of trying to find out how many in a particular group are "mathematicians." We might discover (in a very over-simplified mathematical examination) that—

1. 100% know what *2* plus *2* is.
2. 90% know what $\sqrt{4}$ is.
3. 70% know what *3% of 120* is.
4. 50% know what x is when $ax^2 + bx + c = 0$
5. 30% know what
$$\frac{dx^n}{dx} \text{ is.}$$
6. 10% know what
$$\int \sin^2 x \, dx \text{ is.}$$

And so forth.

How many are "mathematicians?"

Such a scaling of people, whether in mathematics, job morale, race prejudice, or magazine readership, is called a Guttman scale.* It has many important properties. When any set of questions can be so ordered that persons who can "pass" any scale step can also "pass" every preceding scale step, it is known that the scale measures one thing.

Where the questions cannot be ordered, it is known that more than one thing is being measured, and the scale is not valid.

> For instance, in the mathematics example above, if the question—"What is the capital of Vermont?"—had been asked between questions 3 and 4, 60% might have answered correctly. But persons answering this correctly may or may not have answered correctly the preceding mathematical questions that appear easier because larger numbers can answer correctly.

The important point here is that such a scale permits an examination of a variety of cutting points of what shall be accepted as sufficient criteria throughout a range of possibilities.

In the field of media research, Sindlinger & Company originated, and has since 1956, been applying a readership scale similar in its essential properties to the Guttman scale.

Readers of a magazine can be graduated along such a scale. Sindlinger & Company uses the following list of questions to scale readership:

*Louis Guttman. See: **Measurement and Prediction** Samuel A. Stouffer et al, Princeton University Press, 1950.

Scale Step QUESTIONS

1. Have you ever heard of the magazine called ..... ? (IF "YES")
2. When was the last time, if ever, that you read or saw a copy of ..... magazine? (IF "WITHIN THE PAST YEAR")
3. Do you especially try to read ..... magazine whenever it is available? (IF "YES")
4. About how often would you say that you actually read ..... ? (IF "MORE THAN TWO OR THREE TIMES A YEAR")
5. Do you have any plans to read the next issue of ..... ? (IF "YES")
6. Where will you get a copy of ..... ?

Thus, there are seven possible ways of answering this set of scale questions:

		—SCALE STEPS—						
		1	2	3	4	5	6	7
Question Number	**1.**	No	Yes	Yes	Yes	Yes	Yes	Yes
	2.	NA	Not in year	Within year	Within year	Within year	Within year	Within year
	3.	NA	NA	NO	Yes	Yes	Yes	Yes
ANSWERS	**4.**	NA	NA	NA	Less than 2 or 3 times a year	More than 2 or 3 times a year	More than 2 or 3 times a year	More than 2 or 3 times a year
	5.	NA	NA	NA	NA	No	Yes	Yes
	6.	NA	NA	NA	NA	NA	Doesn't know where will get copy	Does know where will get copy

(NA signifies "not asked")

In this study, only those in scale step 7 were listed as readers with one additional condition demanding, i.e., that the respondent had read the magazine within the past two weeks. In the strictest theory of Guttman scaling, one might insist that all six questions be asked even though the respondent did not give the qualifying answer to a preceding, presumably lower scale step question. Such a procedure would prove objectively that successive scale step questions really do define a scale since few, if any, persons could fail to qualify on a presumed easier scale step question and qualify on a more difficult one. For most of these questions, this would be impractical, if not impossible.

One could not sensibly ask where the respondent plans to get the next copy of a magazine (Question 6) if he has never heard of the magazine or has seen it very rarely.

Higher steps, beyond step 7, could be devised to represent steps 8, 9, 10 and so forth. Each would cut off a smaller and smaller part of scale step 7 and represent successively more restrictive definitions of each magazine's audience. These groups would represent readers with successively higher *chance* of being exposed to an advertisement in the magazines.

How the audiences of the three news magazines are defined at each of the major steps is shown on the charts which follow.

It might be fairly argued that including only those passing scale step seven as members of the magazine's audience is arbitrary:

> Some might argue it is too liberal; others that it is too conservative.

Whatever the arguments, there is no phenomonological cutting point that precisely defines who is a reader and who is not. It has been shown that readership is a matter of degree.

> Perhaps some theoretical model can some day be constructed which will give an absolute functional definition. For all the literature and theorizing on the subject of media research this theoretical model has not yet been constructed.

In the meantime it seems the proper scientific approach to audience measurement is by means of a scale such as used here, recognizing that readership varies along a continuum from no contact with a magazine to deep study of every page of every issue. The main point is that the scale satisfies three important scientific desiderata:

1. It can be precisely described. Any other investigator can reproduce it exactly.
2. It is objective, requiring no "artistic," or "skillful" expertness to interpret.
3. It is uniformly applicable to the measurement of any magazine's audience, making inter-magazine comparisons quite valid.

C. The Sample: This study is based on a sample of individuals 12 years of age and over living in telephone households. The sample numbers have been projected to estimate all individuals 12 years of age and over.

> It is a sample of persons
> in a sample of telephone households
> in a sample of metropolitan areas and counties
> representing the total United States.

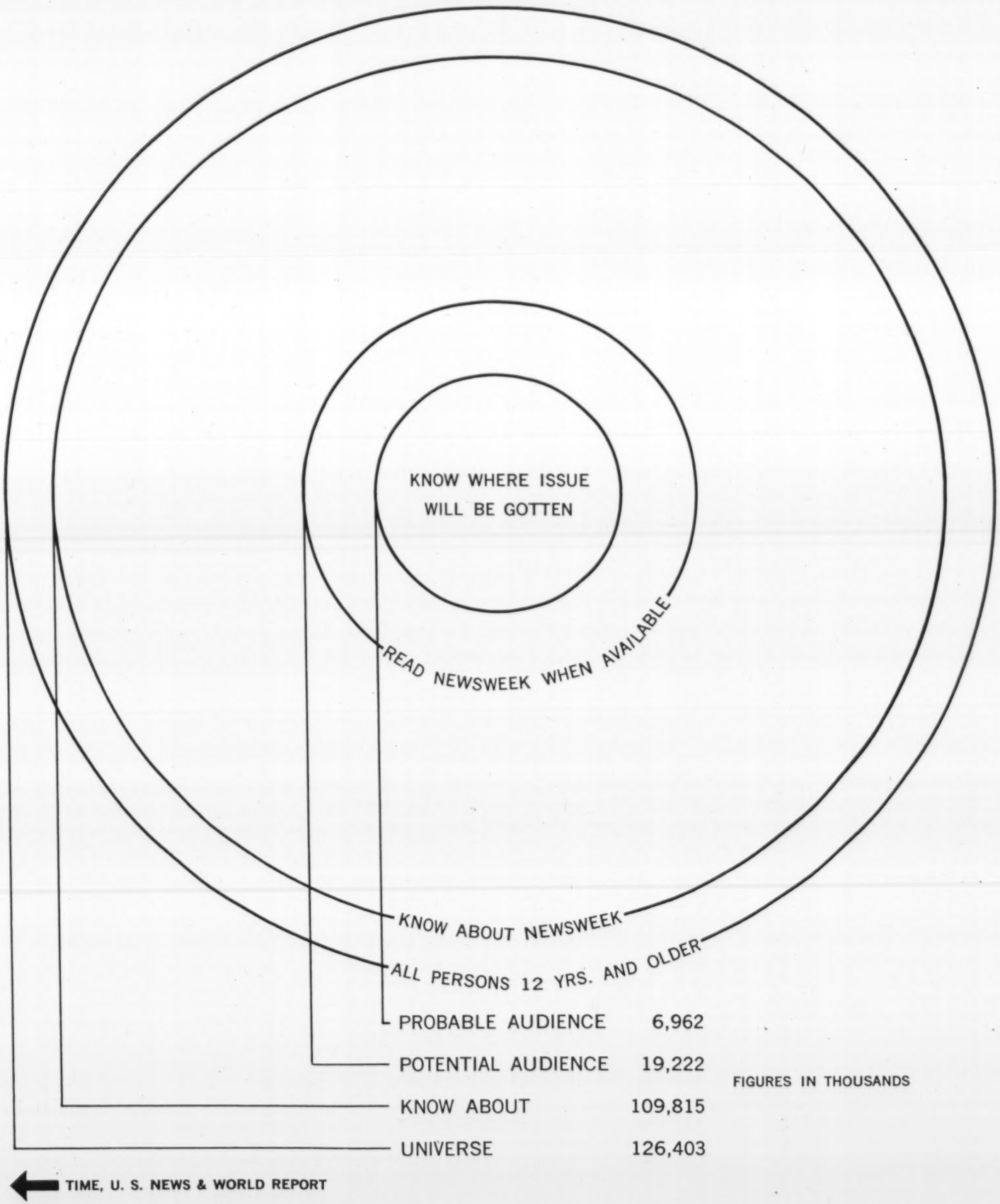
The Sindlinger sample of telephone households in Metropolitan areas and counties has been completely described in connection with the Newsweek sponsored *Consumer Buying Plans Survey* conducted by National Industrial Conference Board, Inc., which is based on Sindlinger & Company sampling and interviewing (See the Conference Board *Business Record* December, 1958 Vol. XV, No. 12). This article also describes the Sindlinger method of interviewing and the effects of using a telephone frame to predict characteristics of the total population.
The Consumer Buying Plans Survey is a study of *households,* it deals with a sample of households.

This is a study of *individuals.* It is an extension of the same sample design used

CHART I

J. STEVENS STOCK RESEARCH CO.

Audience Definition—NEWSWEEK

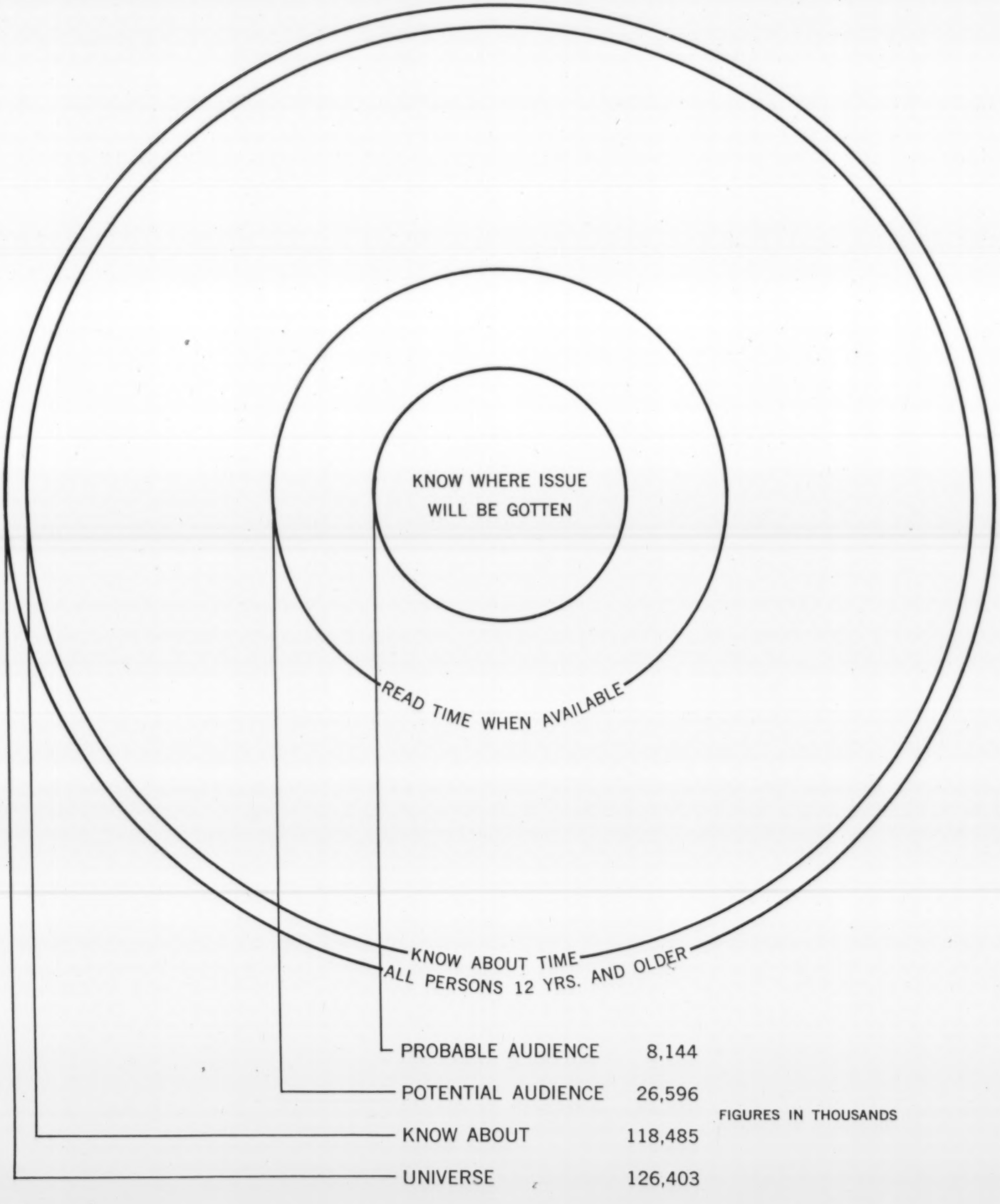


TIME, U. S. NEWS & WORLD REPORT

CHART II

J. STEVENS STOCK RESEARCH CO.

Audience Definition—TIME

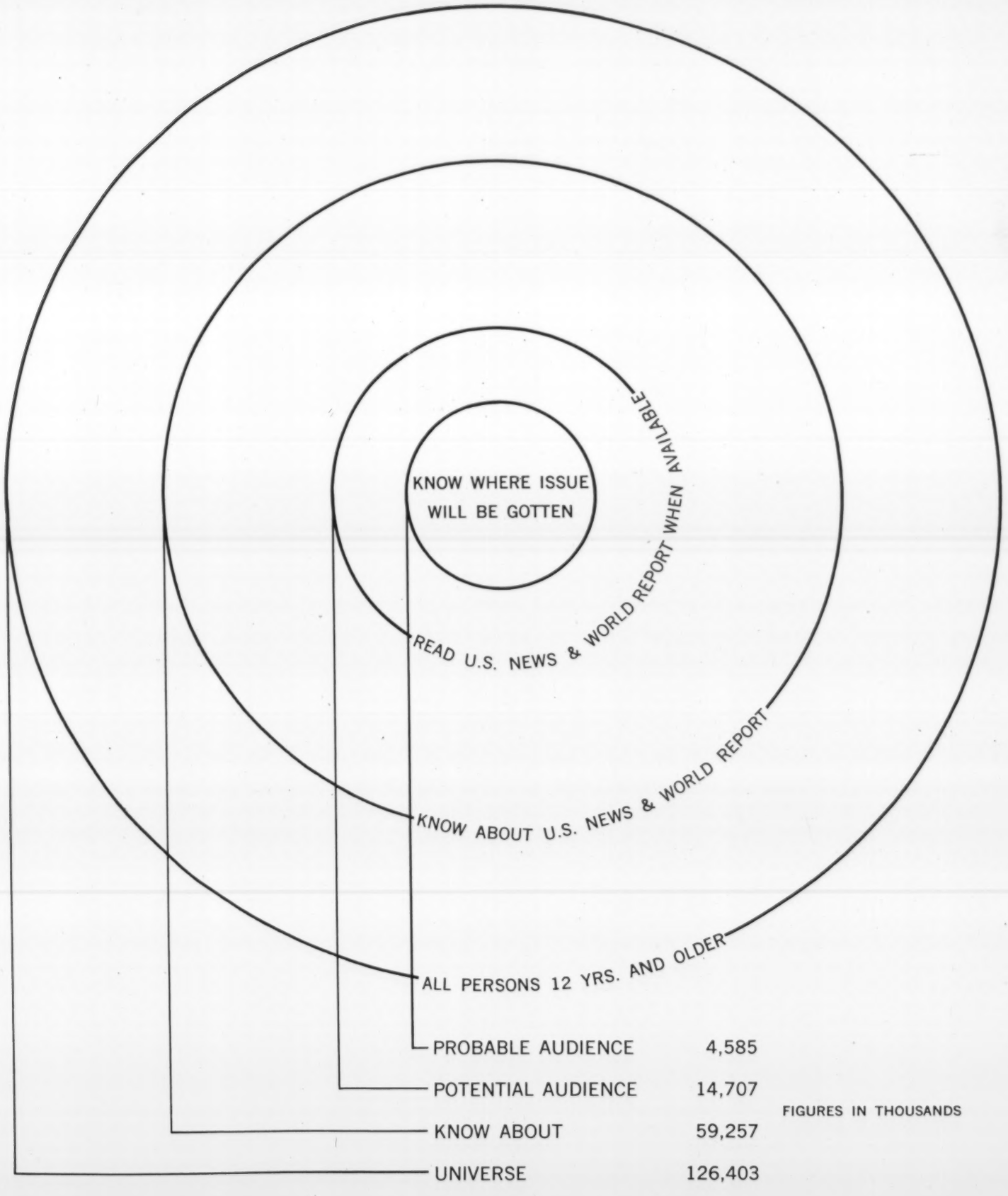


FIGURES IN THOUSANDS

CHART III

J. STEVENS STOCK RESEARCH CO.

Audience Definition—U. S. NEWS & WORLD REPORT


KNOW WHERE ISSUE WILL BE GOTTEN
READ U.S. NEWS & WORLD REPORT WHEN AVAILABLE
KNOW ABOUT U.S. NEWS & WORLD REPORT
ALL PERSONS 12 YRS. AND OLDER
PROBABLE AUDIENCE 4,585
POTENTIAL AUDIENCE 14,707
KNOW ABOUT 59,257
UNIVERSE 126,403
FIGURES IN THOUSANDS

in the Consumer Buying Plans Survey to estimate statistics for individuals.

Ideally, a straightforward random sub-sample of persons in the sample households would be indicated. But such a sample would be difficult to obtain.

> In personal interviewing it is common practice to list all individuals living in the household before the interview starts. Then from this list a person is selected for interview by a random rule which gives each person in the household an equal chance for inclusion in the sample. The fact that persons in large households have less chance of falling into the sample than persons in small households do under such a plan leads to a bias which is usually corrected for by weighting the sample results. Alternately, more than one interview would have to be conducted in certain of the larger households to bring the number of such persons up to par.

This method of selecting persons in some strict random way, though quite rigorous, is somewhat cumbersome in telephone interviewing:

a. It increases the likelihood of the respondent refusing to be interviewed. This would in itself introduce a possibly serious bias.

b. It takes up valuable time which can be used to obtain substantive information.

An alternate, more practical plan, less rigorous in a theoretical sense, was adopted for this study.

All interviews were conducted in the evening hours, except in certain rural places where noon hour interviewing was also permitted. This made for a maximum number of family members at home at time of call. In turn this meant that most family members had some (unknown) chance of answering the telephone. This obviously results in a bias to the extent that:

a. Family members infrequently at home are underrepresented—have less chance of being included in the sample.

b. Persons with a low propensity to answer the telephone are under-represented—have less chance of being included in the sample.

How serious is the bias? Is it greater than the bias of increased refusal and loss of interviewing time resulting from the theoretically more rigorous method of selecting individuals by some highly prescribed random method?

To answer this question Sindlinger & Company included the following question in 5711 attempted interviews:

> "Did you, yourself, or did another member of your household, answer the telephone the last time it rang, that is, prior to my calling you now?" (If another member, determine relationship.)

During the period when this question was included in the interview, the completion status was as follows:

	NUMBER	PERCENTAGE
TOTAL HOUSEHOLDS CALLED	5711	100.0%
INCOMPLETE: Language difficulties, refusals, not-at-homes after repeated calls until end of experiment.....	759	13.3
COMPLETED INTERVIEWS	4952	86.7

Of the 4,952 completed interviews

2283 (45.2%) were MALES
2714 (54.8%) were FEMALES

Since the known proportion of males and females in the population is . . .

48.3% MALES
51.7% FEMALES

. . . it would appear that the sample above indicates a bias toward too few males and too many females. However, it is Sindlinger & Company practice to project separately the findings among a sampling of males to the total male population. Similarly sample findings among females are projected to the female population. Actually, total national projections are based upon the sum of eight separate projections (a sampling by sex for each of four regions of the United States). Thus, the apparent bias in the distribution of the sample by sex is not, in fact, a real one.

The serious problem here is to determine to what extent do readers and non-readers of the magazines we are studying differ in their likelihood of answering the phone?

This question can be turned around: It has been shown that people do differ in their propensity to answer the phone. So it can be asked: Do people with a higher propensity to answer the phone differ in their magazine readership from those with a lower propensity to answer the phone?

The question on who answered the phone last divides the sample into two parts:
Group A. Those who answered this time *and* last time—3268 respondents.
Group B. Those who answered this time and *not* last time—1684 respondents.

These two groups differ on the average in their propensity to answer the phone. Group A contains relatively more of the frequent phone answerers than Group B. Here's how they differ on age.

	TOTAL		GROUP A		GROUP B	
Base	Number	Per Cent	Number	Per Cent	Number	Per Cent
	4952	100.0	3268	100.0	1684	100.0
12-17 yrs.	567	11.4	392	12.0	175	10.4
18-24 yrs.	603	12.2	408	12.5	195	11.6
25-34 yrs.	905	18.3	604	18.5	301	17.9
35-44 yrs.	965	19.5	627	19.1	338	20.1
45-54 yrs.	726	14.6	493	15.1	233	13.8
55-64 yrs.	584	11.8	372	11.4	212	12.6
65 and older	528	10.7	333	10.2	195	11.6
Not determined.....	74	1.5	39	1.2	35	2.0

Here again small differences are observed—so small as to be unmeasurable within the normal statistical variation between two samples of these sizes.

Thus it cannot be proved that the sample is unbiased for magazine readership—undoubtedly there is some bias. But—

1. The circumstantial evidence suggests that the bias is so small that it does not adversely affect the proper measurement of media audiences.
2. Comparisons among media are unaffected for all practical purposes—whatever biases exist are nearly fixed for all general magazines. This is reasoned from the fact that there is a positive intraclass correlation among magazine receivers.
3. It has been shown that there is no critical cutting point as to who shall be counted as a reader, that all audience measurements must adapt an arbitrary (through objective and reasonable) scale point for definition. It therefore seems that extremely accurate measurement of small fixed biases is a sort of statistical quixotism.

In forthcoming studies Sindlinger & Company is planning to extend this investigation to try to measure just how much sampling bias is present in audience measurements based on this non-random selection of individuals within the household —at least to show rigorously that the bias is practically fixed and less than some maximum amount.

D. Sample Comparisons: The body of the report has shown the age, sex, occupational, and income characteristics of readers of the three major news magazines.

This is the qualitative assay of the composition of the audiences of the three magazines.

It is logical to require that necessarily (but not sufficiently) a measurement device for describing the magazine audiences as parts of the total population should be

able to describe the total population in the same terms.

> Since Sindlinger & Company uses current Census data by geography and sex to project their sample results, geographic and sex comparisons would be meaningless. (Agreement is algebraically exact—not subject to sampling or other survey variations.)
>
> (However, *occupational* descriptions of the total population are checkable against U.S. Census Bureau data as standard.)

The table below shows the Census Bureau estimates of *occupation* of employed people on April, 1959 with the corresponding projections from the twelve month's Sindlinger sample used in this study:

	CENSUS NUMBER (000)	PER CENT	SAMPLE NUMBER (000)	PER CENT
Total labor forces	68,639	—	68,270	—
Employed total	**65,010**	100.0	**63,869**	100.0
Professional, technical and kindred	7,196	11.1	7,197	11.2
Managers, proprietors and officials	6,878	10.6	6,920	10.9
Clerical, sales and kindred	13,371	20.5	13,716	21.5
Craftsmen, foremen and kindred	8,438	13.0	8,705	13.6
Operatives, laborers and kindred	15,412	23.7	15,722	24.6
Domestic and service workers	8,120	12.5	7,054	11.1
Farmers, farm managers and farm laborers	5,595	8.6	4,555	7.1

Perhaps a more stringent necessary condition for a media study is to see how well the study can predict the known Audit Bureau of Circulations data on magazine circulation. Here's how the sample used in this study projects to the number of subscriptions for major magazines:

MAGAZINES	TOTAL SUBSCRIPTIONS ABC 12/31/58	ESTIMATE OF SUBSCRIBER COPIES
	(000)	(000)
READER'S DIGEST	10,245	9,572
LIFE	5,437	5,570
LOOK	4,949	4,911
POST	4,431	4,584
TIME	2,077	2,076
NEWSWEEK	1,112	1,115
U. S. NEWS & WORLD REPORT	929	940

E. Sampling Errors: Perhaps more is known about the theory of sampling errors than of any of the many other forms of error associated with survey research. And in much survey research theoretical sampling errors are very small compared to the other, sometimes devastating errors so often referred to as "creeping in."

But in media research sampling errors can be large in themselves unless very large samples are employed.

Traditionally a most "magnificent" audience research project might be conducted among a sample of 15,000 respondents in about 100 places—Metropolitan areas and counties representing the total United States. (Most audience measurements have been based on samples about half this size.) Such a large sample might be counted on (95% of the time) to estimate the readers of, say, Look magazine within 7 to 8 per cent of the correct figure (not counting the far more important errors associated with survey biases and the arbitrary definitions of what-is-a-reader.)

But such an impressive sample would perhaps be inadequate for estimating the audience for, say, U. S. News & World Report. On a comparable basis the relative sampling error for U. S. News & World Report total audience would be 25 to 30 per cent—this might be prohibitively high for media comparisons (where both compared magazines might have errors in opposite directions.)

Breakdowns of special qualitative groups among audiences of compared magazines soon become meaningless – even with the "magnificent" sample number of 15,000.

Perhaps the most outstanding technical aspect of this survey is its large sample—58,712 interviews in 187 places. Result is a small sampling error—about one half as large an error as might result from the heretofore large sample of 15,000 interviews.

Still the sampling errors in this study are important in interpreting the results. The accompanying table gives the safe (odds 19 to 1) tolerances to allow for the estimates given in this study.

SIZE OF ESTIMATED GROUP IN ANY MAGAZINE'S AUDIENCE (000)	TOLERANCE TO BE ALLOWED OVER AND UNDER THE ESTIMATED SIZE OF GROUP (000)
	(2σ level: 50% efficiency)
10,000	400
9,000	380
8,000	361
7,000	339
6,000	314
5,000	289
4,000	259
3,000	225
2,000	185
1,000	131
900	124
800	117
700	110
600	102
500	93
400	83
300	72
200	59
100	42

For comparisons among media we must allow for the chance that the two errors associated with the two compared figures are in opposite directions.

> A safe rule of thumb for comparing any two figures shown in this report is to compute their differences squared divided by their sum. If this ratio is greater than 16.8 the difference is significant at the 95 out of 100 level of confidence. Figures stated in thousands as reported.

The formula restated is:

$$\frac{(n_1 - n_2)^2}{n_1 + n_2} > 16.8$$

This indicates significance of difference between n_1 and n_2 at 50% sampling efficiency. All figures stated in thousands.

For instance, the data show that Time's audience has 788 thousand managers, proprietors and officials and U. S. News & World Report's audience has 685 thousand.

$$\frac{(788 - 685)^2}{788 + 685} = 7 \ (< 16.8)$$

It is reasonable that Time's larger circulation should reach more readers in this class than does U. S. News & World Report. Nevertheless, the difference in the numbers is not statistically significant—we cannot be sure, even with our large sample, that Time does reach more proprietors, managers and officials than U. S. News & World Report.

But Time has 1,141 thousand male professional and kindred compared to U. S. News & World Report's 733 thousand.
This is significant—

$$\frac{(1141 - 733)^2}{1141 + 733} = 88 \ (> 16.8)$$

We can be sure (95 to 5) that Time's audience does exceed U. S. News & World Report's in this occupational classification.

J. Stevens Stock

Editorial Bureaus

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Bonn-Berlin
Beirut
Rome
Tokyo
Hong Kong

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Pittsburgh
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Paris
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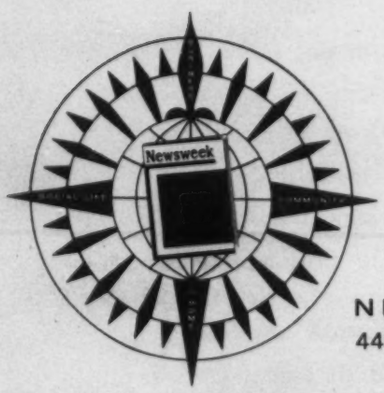
Osaka



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Inc., Business Analysts

advances in the field of media research:

1. It is not a sponsored study. The syndicated data on which this report is based is gathered on the research company's own initiative in regular telephone interviews, and statistics are made available to the entire industry.

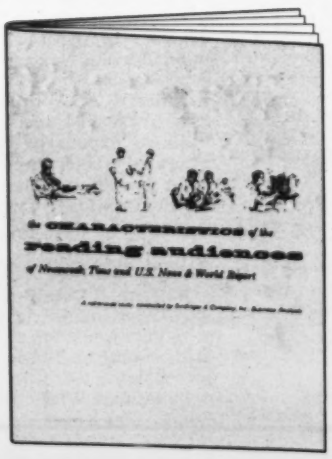
2. Nearly 60,000 interviews form the basis of this report—a larger sample than ever before employed in this kind of research.

3. This is a continuing study. The data presented here is the result of interviews conducted over a 12-month period. The research that is going on *today* will soon be available.

4. The Technical Appendix of this report was prepared by an authority who is not associated in any way with the research company. J. Stevens Stock, who is accepted as one of the country's top experts in sampling technique and validation, has subjected the research methods to a rigorous and illuminating analysis.

DETACH FOR READING

KEEP FOR FUTURE REFERENCE



A limited number of additional copies of the booklet are available to advertisers, advertising agencies and the magazine industry. Write, or use the coupon for your convenience.

TO: Research Director
NEWSWEEK
444 Madison Avenue
New York 22, New York

Check item desired:

- ☐ Another copy of "The Characteristics of the Reading Audiences of Newsweek, Time and U.S. News & World Report."
- ☐ Newsweek's new Ready Reference Chart showing comparisons, readers-per-dollar, other useful information . . . based on Sindlinger data.

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Money-back guarantee!

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Box AA 245, Wilton, Conn.

Olympia to Use 'Syncopated Water' in TV Commercials

Olympia Brewing Co., Olympia, Wash., will use "Syncopated Waters," a "Dancing Waters" presentation for commercial purposes in its new 1960 series of television minute and 20-second spots throughout the West. Dancing patterns of the electronic water fountain have been syncopated with movement to fit the newly reorchestrated "It's the Water" music theme in fox trot and waltz tempos. Botsford, Constantine & Gardner, Seattle, is the agency.

Western Studebaker Assn. Sets $350,000 Campaign

The Studebaker Lark Dealer Assn. for five Southern California counties and central Arizona will spend $350,000 for advertising in 1960. Radio and newspapers will be the principal media.

Heavy schedules of spots began this week on 16 radio stations. The newspaper schedule is not yet set. Coleman-Parr Advertising, Los Angeles, is the agency.

Redi-Brik to Gregory & House

Gregory & House & Jansen, Cleveland, has been appointed to handle advertising for Redi-Brik Co., Chicago. The program for 1960 will begin with two-color ads in Chicago newspapers and include tv and direct mail.

Buffalo Adclub Elects

Herbert T. Zimmermann, president of Eastern Signs Inc., has been elected president of the Greater Buffalo Advertising Club.

Advertisers' Views Vary Widely on Audits of Business Papers They Use, ANA Reports

NEW YORK, Feb. 9—The Assn. of National Advertisers has released, for the first time, the results of an 11-month-old survey it made of "advertisers' practices and attitudes" on the auditing of business paper circulations. Release of the survey followed an Assn. of Industrial Advertisers' panel discussion of a common audit here last week (AA, Feb. 8).

Representing a 30% to 35% response, 90 ANA members answered the questionnaire. They represented an investment in business publications in 1957 of about $45,000,000.

Of the ANA members responding to a general question concerning audits, 41 said that the information developed in audits is not as complete or useful as they would like to have it.

Other results under this "general" heading: 25 agreed that too few advertisers know enough about circulation information to use reports intelligently; 25 said too few advertisers bother to use the information that is available; 24 stated that too few publications are audited.

Seven explained that the available information is not uniform; two said the data is not qualitative; two said there are too many audits—that one reliable service is needed; two said that the audits are too time-consuming to evaluate; two urged that unaudited publications get audits.

■ As to what type of business paper circulation information the members want that they are not getting, 14 called for a breakdown by uniform job titles; 13 wanted SIC (Standard Industrial Classification) industry breakdowns; six cited plant or unit coverage data; 10 asked uniform classification in circulation analyses; three asked for more complete information on paid and free circulation; three listed identical information in the circulation audits.

How often do you actually use audited circulation data (when available) in making business paper selections?

Always, said 46; 35 said frequently; nine said seldom. The "never" classification drew no votes.

How useful are audits in the business paper evaluations that you yourself (not your agency) make?

Extremely useful, said 31; quite useful, said 28; of limited use, said 21; of no use, said one respondent.

How many business publications have you used in 1958?

The range was four to 300, with a median of 44. As to how many of these had audited circulations, the range was two to 260, with a median of 34.

■ *Of the total dollars you have invested in business publication advertising during 1958, what percentage was placed in audited publications?*

The range was 10% to 100%, with a median of 93%.

If you use any unaudited publications, give your reasons for doing so.

The replies: 35 said because they were the only ones available to reach certain markets; 24 said because it was politically advisable ("company policy"); 18 said because they were published by reliable societies or associations; nine answered that they had proof of value and high regard from subscribers; eight said because of recommendation or pressure from their sales departments.

By what means, if any, do you assure yourself of the validity of circulation claims of unaudited business papers?

None, said 37; 11 said they asked for a sworn statement or C.P.A. audit; seven said through playbacks from customers and salesmen; six answered because of faith or trust in the reputation of the publisher.

■ Finally, ANA members were asked, "If you use no unaudited business papers, or make a strong effort to avoid their use, do you have a written statement explaining that policy?" One said yes; 63 said no. #

Studebaker Buys NTA Series

National Telefilm Associates, New York, tv film distributor, has sold its series "How to Marry a Millionaire" to Studebaker dealers for showing on WFIL-TV, Philadelphia, and WNHC-TV, Hartford, Conn. The car dealers bought NTA's "Grand Jury" for WWLP, Springfield, Mass. D'Arcy Advertising Co. handles the account.

WHAT'S THE TREND IN TRENDS?

Make your ads make a name for you. Read ART DIRECTION, The Magazine of Creative Advertising. Each exciting issue gives you new directions in art, layout, type, photography. Tremendous idea and art source. ART DIRECTION has been helping Art Directors and Advertising Managers since 1949. Subscriptions are only $6 for 12 issues, $10.50 for 24.

Subscribe—**ART DIRECTION**
A34, 19 W. 44th St., New York 36, N. Y.

Now—In Peoriarea . . .
ALL Surveys Show
WMBD-TV
The Dominant FIRST!

A. R. B. WMBD-TV... 1ST
TOTAL AREA TV HOMES

MOST TELEVISION HOMES	First Place Quarter Hours	Pctg. of Total Quarter Hours
WMBD-TV	298	61.7
Station B	110	22.8
Station C	75	15.5
Ties	0	0

ARE—NOVEMBER, 1959
Sign-on to Sign-off.
(Sun. thru Sat.)

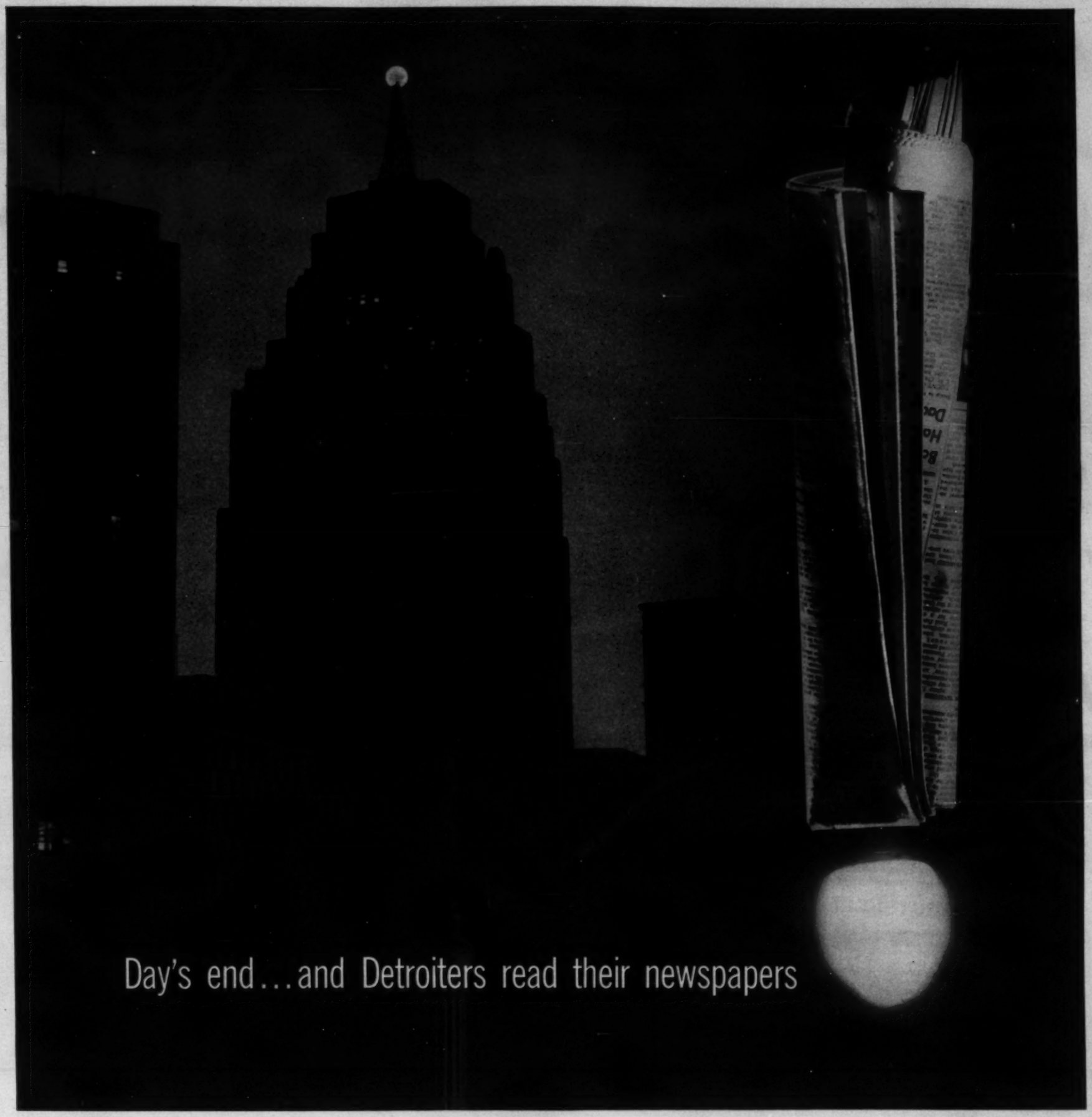
Nielsen WMBD-TV... 1ST
TOTAL AREA TV HOMES

MOST TELEVISION HOMES	First Place Quarter Hours	Pctg. of Total Quarter Hours
WMBD-TV	243	52.7
Station B	141	30.6
Station C	72	15.6
Ties	5	1.1

NIELSEN—NOVEMBER, 1959
Sign-on to Sign-off.
(Sun. thru Sat.)

Buy Stability . . . Call or Write
Mark Wodlinger, National Sales Manager

PETERS, GRIFFIN, WOODWARD, INC. *Exclusive National Representatives*



Total metropolitan household coverage of both evening papers: 70.5%

Any other combination comes to no more than 58.1%

Only with both Detroit evening papers do you get 70.5% of the metropolitan-area families—and at the lowest combination rate! Even more impressive: 234,333 families in the metropolitan area read the TIMES exclusively (130,889 more than Detroit's morning paper). And 83% of the metropolitan-area families who read the TIMES get home delivery! Clearly enough, selling potential customers through the TIMES is a habit worth cultivating.

KEEP YOUR EYE ON THE TIMES **Detroit Times**

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE INC.

Sell the Nation's 3rd Fastest Growing Through One of America's Great

'Soaring 1960s' Predicted

THE DENVER POST ★★★ EDITION

The Voice of the Rocky Mountain Empire

Denver, Colo.—Climate Capital of the World

5 Cents, 72 Pages

Vol. 68, No. 173

Auto Sales Up 33% in Area

Denver Growth Sets Records

By HARRY WALKER
Denver Post Staff Writer

Denver business and industrial leaders Thursday will yank the pages from the ledger books of the "Fabulous Fifties" and install bright new pages for the "Soaring Sixties."

They'll see the black ink running off the top right-hand corners of their progress graphs—and a walloping head start in the "assets" column for the new decade.

They'll total up a multi-billion-dollar story of growth and prosperity that topped the decade in almost every category during 1959. And they'll see the green light for more growth ahead.

Here are some highlights of Denver's record for 1959—all down as evidence of prosperity and growth:

A population gain of 32,000 to 871,000 with 950,000 predicted by the end of next year.

More people employed than any other time—with unemployment far below the national average.

Bank check clearings up 12 pct. and savings deposits of both commercial and savings and loan banks at new peaks.

Substantial increases in new manufacturing, wholesale and commercial businesses—with net worth far higher than in 1958.

Retail department and specialty store sales pushing toward an all-time high level.

Sale of new cars up 33 pct. compared with a year ago.

A 55 pct. gain in telephone installations during 1959.

Gas and electric service installations zooming.

Little impact from steel strike and general labor settlement.

These and other salient parts of Denver's 10-year growth climax were evident in a Denver Post survey of all known economy indices.

More people were added to the four-county Denver area during 1959 than the total population of either Greeley or Fort Collins, according to Paul S. Cormier, director of business research and survey for the Chamber of Commerce.

Cormier notes that by next spring when the U.S. Census officially integrates Boulder County in the Denver metropolitan account, another estimated 71,000 population—and some 481,920 acres—will be added.

New Industries

The Chamber's industrial development section reports 35 new manufacturing, 49 wholesaling, 105 retailing and 255 service-type businesses sprang up in Denver during the year. In addition, 88 existing businesses completed expansions with new buildings or additions.

Also added in the area were 11 new office buildings, three major warehouses, five medical office buildings, 35 apartment houses and 13 shopping areas.

Contributing a sizable chunk of new industrial installations in the area was the Rio Grande Railroad, which leased ground on its line to 50 new or expanded firms in the area.

Among the largest for which Rio Grande supplied the land and rail service facilities are the Bowman Biscuit Co.'s new $8½ million plant going up at W. 45th Ave. and Osage St., and the M. L. Foss, Inc., steel warehouse.

New Cars Increased By 8,431

Motorists in the Denver metropolitan area purchased 33,405 new automobiles during 1959—a gain of 33 pct. over sales in 1958.

Sales statistics for last year were released Saturday by the Metropolitan Denver Automobile Dealers Assn.

They showed 8,431 more new cars were sold in Denver, Arapahoe, Adams and Jefferson Counties than in the year before. Total sales in 1958 were 25,074 new passenger cars.

Chevrolet ended the year as the top selling automobile—but Ford finished a strong second and led Chevrolet 348 to 178 in Denver County sales during December.

For all of 1959, Chevrolet had 9,204 sales in the four-county area. The Ford sales total for the same period was 8,102.

There was no indication in the December report on how the new compact cars are selling. The association does not list sales of Falcons, Convairs or Vallants separately.

American Motors' Rambler held third place in sales during 1959, with a total of 2,321 units in the metropolitan area. Rambler was third in sales in December with 164 sales in the four counties, compared to Ford with 661 sales and Chevrolet with 231.

Others among the top 10 makes in sales during 1959 were Pontiac, fourth, with 1,945 sales; Plymouth fifth, with 1,662; Oldsmobile, sixth with 1,542; Dodge, seventh with 1,033; Buick, eighth with 967; Mercury, ninth with 782, and Studebaker tenth with 681 sales of its compact Lark.

Volkswagen was the leader among imported cars with 646 sales in the metropolitan area. That compared to the sale of 511 new Cadillacs during the year.

Other leaders among the imports were Renault, 498 sales; English Ford, 382; Hillman, 241; Volvo, 216 and Simca, 159.

Sales of the now discontinued Edsel totaled 226 in the Denver area last year. That was a gain over the 146 Edsels sold here in 1958.

The list of imports available in the metropolitan area continues to grow. As of December, 45 makes were on the list.

$10 Million In Cattle On Display

Livestock valued at more than $10 million will be featured in the 54th annual National Western Stock Show at the Denver Coliseum Jan. 15-23.

Some $3.5 million in breeding cattle and fat steers, $2 million worth of bulls and a comparable valuation in feeder cattle will occupy the combined facilities of the show itself, the Denver Union Stock Yard and the Coliseum.

Willard Simms, general manager of the show, said that a half million dollars worth of horseflesh will participate in the annual event.

Registered sheep, hogs, poultry and dairy cattle worth several hundred thousand dollars will also be in the show Simms said.

Junior Division

In the junior division young exhibitors from 11 states have entered 144 Herefords, 112 Angus, 45 Shorthorn cattle; and 83 wethers in the sheep classes and 63 barrows in the swine classes.

In the open classes more than 650 Hereford cattle have been entered in the largest show of its kind. There are 70 Hereford fat steers in the show, preliminary registrations reveal.

Angus cattle breeders have consigned 353 head of breeding stock and 73 fat steers. Shorthorn raisers list 136 breeding animals and 28 steers in the competition.

Wool growers have entered 232 breeding sheep and swine breeders have consigned 104 barrows. There also are 42 wethers in the open sheep classes, preliminary registrations show.

PSC Plans $43 Million Expenditure

Public Service Co. of Colorado and its subsidiaries will boost their expenditures for gas and electric utility construction to $43 million in 1960.

This is 23 pct. above the previous record construction outlay of $35 million in 1957. In 1959 the company spent $30 million and in 1958 $32.6 million.

$150 MILLION

MST & T Sets Big Expansion

A 1960 construction program involving a $150 million in expansion was announced Saturday by Walter K. Koch, president of the Mountain States Telephone & Telegraph Co.

Most of the program will have to be financed by raising new capital, Koch said, but he failed to disclose in exactly what manner the new funds would be raised.

Part of the program includes extending the long distance dialing service throughout a wide area of the Rocky Mountain Empire.

Last year this service was installed in Boulder, Colo., Prescott, Ariz. and Logan, Utah.

In Colorado, the Denver metropolitan area and Longmont are scheduled to receive this service in 1960. It will also be installed in Albuquerque, N. M.; Provo, Utah; Yuma, Ariz.; and other northern Arizona communities, Koch said.

Mountain States operates in Arizona, Colorado, Idaho, Montana, New Mexico, Utah, Wyoming, and El Paso, Tex., and has a total of 2,264,000 telephones in service in these areas.

93 Pct. on Dial

Koch said 93 pct. of these phones are now dial operated and one home out of five has one or more extensions.

Koch reported that in 1959 Mountain States completed a $125 million construction program.

The 1959 program was the largest ever undertaken by the company and marked the fourth consecutive year in which expenditures have exceeded $100 million, Koch said.

In 1959, Koch said, the company set another record by adding about 188,000 telephones.

This was 45,000 more than were added in 1958, the previous record year. Koch said about 40 pct. of the new telephones installed were in color.

Local and long distance calling continued to climb in 1959 with about 8 million local conversations held daily, Koch said.

Colorado Mineral Values Up

Colorado's mines and oil wells produced minerals worth $310.4 million during 1959, a 1 pct. increase over 1958, according to figures released by the U.S. Bureau of Mines.

Petroleum continued as the leading value commodity, accounting for 44 pct. of the state's total mineral sales.

The production of $16 million worth of natural gas and its byproducts, plus more than $90 million in coal and peat brought the total mineral fuel production to $172 million for 1959.

Metal production, at $94 million, increased 15 pct. Nonmetallic minerals remained the same as 1958 with production at $44.3 million.

Molybdenum ranked first in value for minerals produced in 1959, followed by uranium, vanadium and zinc. All the state's molybenum was produced at the Climax Molybdenum Co. mine in Lake County.

The output of copper, lead and zinc was reported to be approximately the same as in 1958.

NEW FACILITIES GIVE LIFT TO SKI BUSINESS

The growing importance of skiing as a major Colorado tourist attraction is highlighted by the addition this year of more than $5 million worth of new ski facilities and improvements. The inauguration of jet plane service to Denver is expected to increase the rush of winter sports fans to the state.

'59 Tourists, Delegates Spent $1 Million a Day

Approximately $360 million—or almost $1 million a day—was brought into the state during 1959 by tourists, skiers and Denver convention delegates, the Colorado Visitors Bureau estimated Thursday at the CVB annual meeting at the Cosmopolitan Hotel.

At the same time, Charles J. Harcourt, Denver certified public accountant, who was installed as new president of the bureau, predicted that with proper promotion and advertising, Colorado's travel business could hit some $400 million during 1960.

In the annual report, the CVB convention delegates, most of whom were in Denver.

Winter sports, termed an "infant with giant potential" by the bureau, attracted more than 75,000 visitors to Colorado. These out-of-staters spent more than $7.5 million.

Art Bazata, outgoing bureau president, reported at the meeting that the $360 million was brought in with only $196,000 spent for promotion, advertising and publicity. This figure represented what was invested by 2,200 individuals and business firms throughout the state, plus a $17,500 appropriation by Denver City Council.

ton who became a lifetime honorary member of the board.

Nine new directors elected to the board to serve for three years included:

John Amato, Denver attorney; Revill J. Fox, president of the Revill J. Fox Advertising Agency; Truett Gore, manager of the Denver Hilton Hotel; Tom Lee, manager of the Cosmopolitan Hotel; Henry Davidson, president of the Davidson Chevrolet Co.; Robert K. Michael, president of the Marvel Construction Co.; Robert W. Selig, president of the Fox Intermountain Theaters, Inc.; Thayer Tutt, vice president of the Broadmoor Hotel; and Paul A. Yetter, vice president of the Public Service

PRESIDENT'S REPORT

Ideal Cement Has Top Year

(Cris Dobbins, president of Ideal Cement Co. of Denver,

Major Market Newspapers

few newspapers anywhere cover their home city and regional markets as effectively as THE DENVER POST

Denver, Colorado
Post's daily coverage: 69%
Post's Sunday coverage: 80%

Boulder, Colorado
Post's daily coverage: 44%
Post's Sunday coverage: 87%

Longmont, Colorado
Post's daily coverage: 37%
Post's Sunday coverage: 70%

Fort Collins, Colorado
Post's daily coverage: 42%
Post's Sunday coverage: 85%

CIRCULATION

Evening, except Saturday . . .	256,513
Sunday	338,263
Empire Magazine and Comics .	362,040

A. B. C. Publisher's Statement September 30, 1959

Editor and Publisher:
PALMER HOYT
Represented Nationally by
MOLONEY, REGAN & SCHMITT, INC.

NEW DRIVE—*This four-color ad launched the 1960 campaign of International Business Machines' electric typewriter division. Benton & Bowles, New York, is the agency.*

Revlon Buys Pinex Co.; Keyes, Cockfield Continue

Revlon Inc., New York, has purchased Pinex Co., Fort Wayne, and Pinex Co. Canada, Toronto, and will integrate them into the operations of its wholly-owned Thayer Laboratories. Pinex products include cough syrups, cough tablets and arthritis-rheumatism tablets, all of which are sold in drugstores and supermarkets. Current plans are to continue with the present organizational and marketing structure.

Keyes, Madden & Jones and Cockfield, Brown & Co. Ltd. have been the Pinex agencies and will be retained, according to Revlon. They are new agencies for Revlon. The Pinex acquisition is the second in recent weeks. Purchase of the Asthmanefrin Co., Portland, Ore., was announced previously.

Southland Foods to Bliss

Southland Frozen Foods Inc. has appointed Ben B. Bliss Co., New York, to handle advertising and sales promotion. Southland markets frozen vegetables under the Southland and private labels. This month it is introducing a line of nine prepared vegetables and entrees in Toronto under the Supper Time label. Newspaper advertising offers a free package with the purchase of three and radio advertising is built around a shopper contest.

'Beauty's Just a Bonus,' Say IBM's New Typewriter Ads

NEW YORK, Feb. 9—"Its beauty is just a bonus" is the headline in the Feb. 8 kick-off print ad, and also the theme of the 1960 campaign, of International Business Machines' electric typewriter division.

The new drive is an extension of the last year's campaign, the ads dominated by a four-color photograph of the typewriter. Copy in 1959 explained: "This is the new IBM electric."

News, business, secretarial, and school publications will be used, with copy plugging performance, uses, and construction of the typewriter.

Benton & Bowles is the agency. #

Capital Cities Names Dougherty

Joseph P. Dougherty, general manager of WPRO-TV, Providence, R.I., has been given the added title of vp of Capital Cities Broadcasting Corp., which owns the station.

NTA TV Appoints Klein

Malcolm C. Klein, general manager of WNTA-TV, Newark, N.J., has been elected exec vp and general manager of NTA Television Broadcasting Corp., which owns the station.

- DELIVERING THE HEART OF THE MADISON RETAIL MARKET
- TOPS IN PROGRAMMING
NBC ('Nuff said)
- REACHING THE METRO AREA AT THE LOWEST COST PER THOUSAND

WM-TV
MADISON, WISCONSIN
one of the FORWARD GROUP
KGLO · KGLO-TV · WM-TV · KHQA-TV · WTAD
See Branham Co.
National Representatives

WRITE FOR FREE COPY

of AHNA's 1960 Rate & Data Guide . . . 44 pages of useful information on the nation's top community and shopping newspapers.

A message of importance to newspaper spacebuyers

MARK OF INTEGRITY

The symbol shown top left is that of the Accredited Home Newspapers of America, Inc., a voluntary, cooperative association of 222 community and shopping newspapers working together to maintain the highest standards of publishing practices and to improve service to readers and advertisers.

Before a newspaper can display this symbol it must be found qualified by a national board of trustees; to continue to display it, a newspaper must adhere to a rigid code of business practices, and its circulation claims must be verified by ABC, VAC or AHNA. The AHNA symbol, then, is a mark of integrity. You can place your sales message in an AHNA newspaper with complete confidence.

Accredited Home Newspapers
OF AMERICA, INC.

1706 Rhode Island Avenue, N.W.
Washington 6, D.C. • District 7-4618

141 East 44th St.
New York 17, N.Y. • MUrray Hill 2-8273

Commonwealth Launches Drive

Commonwealth Edison Co., Chicago, has launched a three-month drive to sell electric clothes dryers on a "satisfaction guaranteed" basis in cooperation with appliance dealers throughout the utility's service area. Media will include newspapers, radio and tv. Backed by the company's money-back guarantee, dealers will offer 60-day home trials of dryers. Participating brands include Blackstone, Easy, General Electric, Hotpoint, Kelvinator, Maytag, Philco, RCA-Whirlpool, Sears' Kenmore, Ward's Signature and Westinghouse.

Johnson & Lewis Elects Tufts

Nathan A. Tufts, head of the Los Angeles office of Johnson & Lewis Advertising, San Francisco, has been elected a vp. Mr. Tufts joined J&L in mid-1958 after having been an account executive with Batten, Barton, Durstine & Osborn, New York.

Hockey Schedule Seen as Coup for Canada Pay TV Unit

TORONTO, Feb. 9—Trans-Canada Telemeter has scored a major scoop for its coming pay tv service in arranging to televise four live broadcasts of out-of-town National Hockey League games (AA, Feb. 1).

The game broadcasts are an important addition to the company's schedule of first-run movies, taped shows and local news and events which will run on the three pay channels.

Trans-Canada currently is stringing 93 miles of coaxial cable for the system in Etobicoke, a suburb of Toronto, where the first major test of the service will take place. Trans-Canada is a division of Famous Players Canadian Corp., the country's oldest theater operating company and an offshoot of Paramount.

Trans-Canada has been advertising the system in local newspapers. Seven out of ten persons who have answered the ads have become subscribers, the company reports. The company hopes to sign up a total of 5,000 subscribers.

■ Subscribers are wired in to the three pay channels through a small attachment to the tv set. The attachment accepts coins and racks up credit for future shows if a person, because of lack of proper change, has to put in more than the prescribed amount. The presentations will be offered for 85¢ to $1.25.

The channels will carry no advertising. Trans-Canada has studio facilities in Toronto available for live shows or remote broadcasts, although it is not expected that the new medium will concentrate on this phase of the operation.

Trans-Canada made its arrangements for the popular hockey broadcasts through Imperial Oil Ltd., which holds the rights to all league broadcasts from Montreal and Toronto. The test begins Feb. 28, out of New York. #

Elgin Buys NBC Paar Special; Electric Auto-Lite on 'Today'

The watch division of Elgin National Watch Co., Elgin, Ill., (J. Walter Thompson Co.) will sponsor an hour special with Jack Paar as star and producer on NBC-TV, Tuesday, April 26 at 10 p.m., EST. The company also is planning two other Paar specials next fall. Electric Auto-Lite Co., Toledo, O., (Grant Advertising) bought 91 participations on NBC-TV's "Today," running from April to early November, to coincide with the show's news and features covering the Presidential conventions and elections.

Jay Victor Adds One; Appoints Two VPs

Crestline Development, Newark, has named Jay Victor & Associates, Newark, the first agency to handle its subsidiary, Mister Service, a residential and industrial maintenance company. Jay Victor also has elected Harvey Victor and Edgar Rose, account executives, vps.

Swink Promotes Three

Howard Swink Advertising Agency, Marion, O., has promoted three staff members to new positions: Charles R. Fisher is creative director, Del L. Martin is art director, and Jack J. Davis is assistant art department manager.

Mazon Joins Merrill Anderson

Rosemary Mazon, formerly ad director of Fidelity Trust, Pittsburgh, has joined Merrill Anderson Co., New York financial agency, as an account executive.

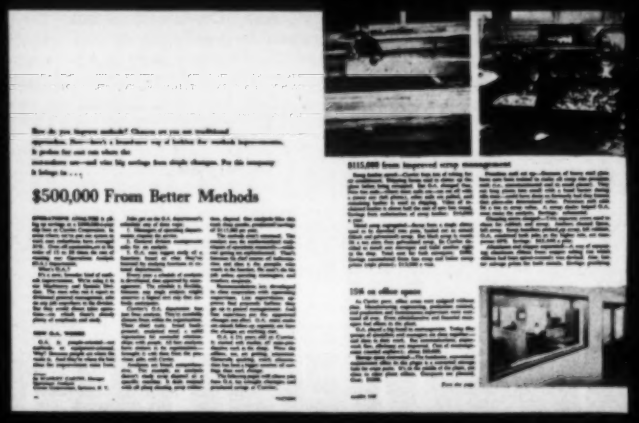
"Betty, It's Cold Outside!"

■ This is one of the most poignant appeals for more adequate housing we've seen in a long time. To nobody's surprise, our own delightful Miss Betty Hayes is behind the whole thing. ■ Betty learned from her friend William T. Cully, Swope Park zoo director, that these little fellows might be victims of a housing shortage (gorilla subdivision) unless funds could be found for building additional quarters. ■ Betty immediately scheduled a "guest shot" to put the problem before her loyal audience . . . and you can bet your pith helmets the response will be great. ■ Five days a week on her "Accent" show, Betty Hayes talks over an amazing variety of things with thousands of listening ladies. She does it with intelligence, charm and finesse, whether the subject is fashion, cooking, beauty hints, decorating, gardening — or displaced gorillas. ■ Maybe that's why "Accent" is currently sold out across the board. D'you 'spose?

Represented by
HARRINGTON, RIGHTER AND PARSONS, INC.

WDAF-TV 4 SIGNAL HILL
KANSAS CITY, MO. NBC

A SUBSIDIARY OF NATIONAL THEATRES & TELEVISION INC.



only one

businesspaper ...

...deals editorially only with the ideas and equipment and the management techniques needed by the men who manage plant operations in all the manufacturing industries...and aims its circulation only at this same group.

Because it takes many of these men, working together, to manage operations in today's plants – and because you can rarely tell who among them will make or break your sale – it makes sense to advertise to as many of them as you can, as often as you can.

FACTORY

McGRAW-HILL PUBLISHING COMPANY, 330 W. 42nd ST., NEW YORK 36, N.Y.

Electric Dryer Buyer Days
ELECTRICITY DRIES CLOTHES SUNSHINE SWEET
Satisfaction Guaranteed or Your Money Back
"Now you can buy a safe, flameless electric dryer with satisfaction guaranteed . . . or your money back!"
SEE YOUR ELECTRIC APPLIANCE DEALER NOW!
Appalachian Power Company
ELECTRICITY is your better way to dry clothes

DRYER BUYER—*This is one of the 1,000-line, two-color newspaper ads used to encourage use of electricity for drying clothes by American Electric Power System's six operating affiliates. Ads are being run in seven states served by the affiliates. Houck of Roanoke is the agency.*

Publicity Exaggerates 'Rampant' Ad Evils, Nyborg Tells BBB

MIAMI BEACH, Feb. 9—The president of the Assn. of Better Business Bureaus last week cautioned against being "carried away" by the volume of publicity about evils "running rampant" in advertising or the media field or business itself.

"The search for truth is greater than just searching for bad apples in our midst or searching for bad practices in a given industry or business," said Victor H. Nyborg, at a meeting of the board of directors of the Better Business Bureau of Miami Beach.

"True, there are evils, and we cannot and must not close our eyes to them," he noted, adding that these advertising evils are only part of "a blindness to reality" which illustrates "the need for holding true to the basic American concepts of honesty and decency."

Mr. Nyborg emphasized the need and practice of self regulation in advertising and said that "outright, intentional fraudulent advertising has been reduced in volume and seriousness in recent years . . . [indicating] a preference on the part of business to regulate itself, rather than have government regulation." #

Sackheim Names Three

Frank Beilin, formerly advertising director of Saks Fifth Avenue, has joined Ben Sackheim Inc., New York, as group creative director on the American Cyanamid account. Sackheim also has named Carl Anderson, formerly with Mogul Williams & Saylor, art director and has promoted Thomas Lafferty from the art staff to supervisory art director on the American Cyanamid fibers division account.

Pure Carbonic to Freystadt

Pure Carbonic, New York, producing carbon dioxide, division of Air Reduction Sales Co., has named E. M. Freystadt Associates, New York, as its agency. G. M. Basford, New York, formerly handled the account.

Oster Mfg. Boosts David

John Oster Mfg. Co., Milwaukee, has named James E. David advertising manager of electric housewares. Mr. David was formerly assistant advertising manager.

Hildebrand Joins B-Way

William G. Hildebrand has resigned as executive director of the New York State Food Merchants Assn. to become vp of B-Way Broadcasting Corp., New York, effective March 1. B-Way is now completing installations in metropolitan New York groceries for an in-store high fidelity music system, at no cost to the store owner. Headed by Sidney Lipkins, who is also president of Broadway Maintenance Corp., it plans eventually to expand into a nationwide operation. Arthur M. Laufer, general counsel for the food merchants group, will direct the association until a successor to Mr. Hildebrand has been selected.

Gould Joins Paramount; Chasman to United Artists

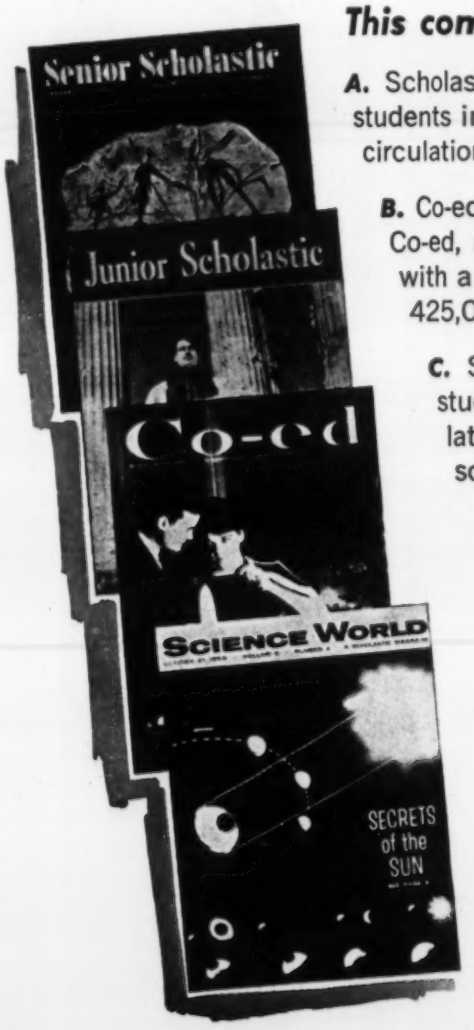
Movie companies and ad agencies have been swapping advertising executives this week. Joseph Gould, who had been advertising manager of United Artists Corp., New York, moved over to Paramount Pictures Corp. to assume the same title. Mr. Gould succeeded Gerald Rowe, who resigned to reenter the agency field. Replacing Mr. Gould as advertising manager at United Artists was an ex-agency man, David Chasman. Mr. Chasman formerly was an art director at Grey Advertising Agency.

Red-L Runs Spot TV Push

Red-L Food Products, Great Neck, N. Y., will run a three-month spot tv campaign using minutes and 20-second spots to promote its fried shrimp, scallops and haddock tv dinners during the lenten season. The announcements will be seen on WRCA-TV and WCBS-TV, New York; WNAC-TV, Boston; WTIC-TV, Hartford, Conn.; and WTEN, Albany, N. Y. Red-L's agency is Smith/Greenland Co.

An announcement to advertisers in

Scholastic Magazines announce a new combination of market, which will provide 3,000,000 paid circulation



This combination will consist of:

A. Scholastic Magazines, reaching junior and senior high school students in social studies and English classes, with a total net paid circulation of 2,450,000 weekly and a rate base of 2,350,000.

B. Co-ed, and the Practical Home Economics Teacher Edition of Co-ed, reaching girls and their teachers in homemaking classes, with a total net paid circulation of 450,000, and a rate base of 425,000 monthly.

C. Science World, reaching junior and senior high school students in science classes, with a total net paid circulation and rate base of 225,000 bi-weekly during the school year.

Advertisers using the complete group receive very favorable discounts off regular rates for the separate units. They reach the largest teenage audience available to advertisers in any single medium, in the key areas of education—the humanities, homemaking, and science. They reach an audience with a maximum duplication of less than five per cent by subscribers. They reach an estimated total of 9,000,000 readers in school and at home. They reach a total number of more than 36,000 schools, one-fourth of all the schools in the nation.

Advertisers who wish to reach the largest possible audience of teenage boys and girls at the most favorable rates can buy the combination of Scholastic Magazines, Co-ed, and Science World. Their audience will include at least 200,000 teachers and administrators in the junior and senior high school field. The basic black and white page rate will be $9,450.

McGavren Appoints Three

Kenneth M. Johnson, previously sales manager of WNBQ, Chicago, has been named to the new post of exec vp at McGavren TV, New York, tv station representative. Wm. T. Heaton, formerly Chicago manager of Daren F. McGavren Co., radio station representative, has been named to the new post of assistant sales manager in New York. Edward Argow, previously with the New York sales staff, succeeds Mr. Heaton as Chicago manager.

Mort Bassett Joins Forjoe

Mort Bassett, a veteran of nearly 25 years in broadcasting, has joined Forjoe & Co. and Forjoe-TV, New York, in the new post of exec vp and partner in the station representative companies. Mr. Bassett resigned as vp of Robert E. Eastman Co. in January. Before his Eastman stint he owned a radio station in Florida and at one time was associated with John Blair & Co.

Dial Soap Buys CBS Film

CBS Films, New York, tv film distributor, has sold the "Phil Silvers Show" to Armour & Co. for showing on five stations. Dial soap will be featured in the commercials on WROC-TV, Rochester, and WKTV, Utica, N.Y.; WHIO-TV, Dayton, O.; WTRP-TV, Wheeling, W. Va., and KGHL-TV, Billings, Mont. Foote, Cone & Belding is the agency.

Ar-Ex Products to Peterson

Ar-Ex Products Co., Chicago, manufacturer of Ar-Ex Hypo-Allergenic cosmetics and dermatological pharmaceuticals, has named Milton G. Peterson Advertising, Chicago, to handle its advertising. Earl G. Schneidman Associates, New York, is the previous agency. Peterson handled the account for 11 years prior to 1954.

TELautograph Names McMillan

Claude B. McMillan, formerly advertising manager of Econolite Corp., has been named to the new post of advertising manager at TELautograph Corp., Los Angeles, manufacturer and distributor of Telescriber system, which transmits handwritten messages over wires.

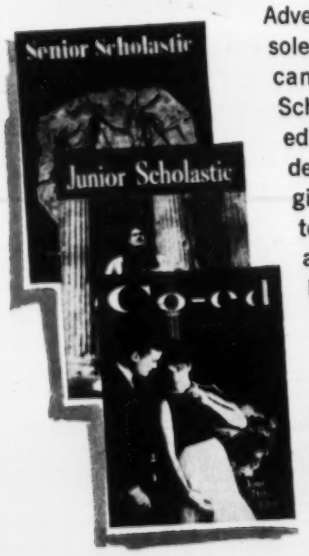
O'Berst Joins Blair-TV

Edward G. O'Berst, formerly director of radio research at CBS Spot Sales, has been named to the new post as operations head of television research at Blair-TV, New York, station representative.

# of major importance the Youth Market

publishing units serving the junior and senior high school at a basic black and white page cost of $3.15 per thousand.

Advertisers who wish to concentrate their program in the predominantly senior high school girl market can buy the combination of the Senior Scholastic Unit of Scholastic Magazines, and Co-ed, reaching nearly one million teenage girl subscribers. The basic black and white page rate will be $4,075.



Advertisers who wish to reach solely a teenage girl audience can buy the combination of Scholastic Magazines and Co-ed at a special audience rate delivering 1,575,000 teenage girl subscribers – the largest teenage girl circulation available in the nation. The basic black and white page rate will be $6,350.

These various combinations, now available for the first time, provide greater impact and greater flexibility for Youth market advertisers than ever before. All of this is *paid circulation*. All of it reaches teenagers in the quiet of the classroom, at the very time when many of them are studying and discussing the subject matter of your own advertisement in these magazines.

The standard units of Scholastic Magazines will, of course, still be available. Senior Scholastic Unit and Junior Scholastic, with a rate base of 2,350,000 circulation to junior and senior high school boys and girls, will have a basic black and white page rate of $7,450. The Senior Scholastic Unit, with 1,100,000 senior high school subscribers, will have a page rate of $3,700. Junior Scholastic, with 1,250,000 junior high school subscribers, will have a $3,960 page rate.

All the rates for the various combinations will be effective in September, 1960. Advertisers whose contracts are received by April 15 will be given an additional discount of five percent for space ordered through December, 1960.

If your plans call for new or increased attention to the rapidly-growing Youth market, here is the most effective and economical way to reach it directly, and without waste.

SCHOLASTIC MAGAZINES, INC.

33 West 42nd Street, New York 36, N. Y. – OXford 5-1720

CHICAGO
75 East Wacker Drive
DEarborn 2-7575

SAN FRANCISCO
1221 Hearst Bldg.
EXbrook 2-5107

LOS ANGELES
2252 West Beverly Blvd.
DUnkirk 8-5574

and only ONE can give you TOTAL Coverage in the PONTIAC AREA

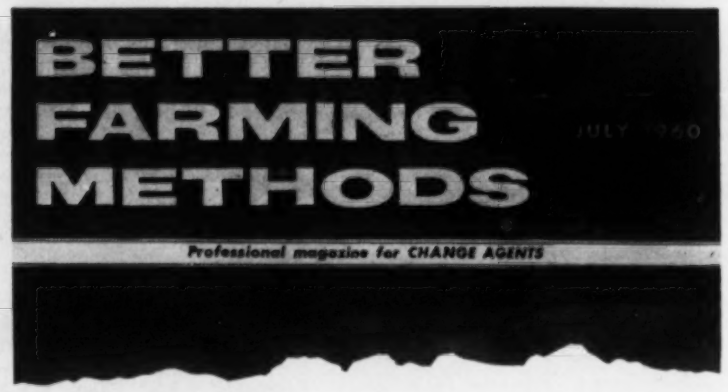
In an area of 283,000 people, 76% take THE PONTIAC PRESS daily. Be sure and see the comprehensive new study on home coverage in Pontiac!

Total Selling needs Total Coverage In Pontiac, Total Selling Means The Press

THE PONTIAC PRESS

PONTIAC • MICHIGAN

Scolaro, Meeker & Scott, New York, Philadelphia, Chicago and Detroit
Doyle & Hawley, San Francisco and Los Angeles



ANNOUNCING...

A New Kind of Farm Magazine

For Agricultural CHANGE AGENTS

32-Year-Old Magazine Shifts Editorial Emphasis

Agriculture is undergoing both technological and sociological change . . . and at a bewildering speed. Basically, this is the agricultural revolution . . . a continuation of the Industrial Revolution . . . fewer farms, bigger farms, factory-like production, with a new concept of marketing. So BETTER FARMING METHODS, founded 32 years ago, is changing its editorial emphasis. Now serving agricultural leaders (vo-ag teachers, county agents, extension specialists, FHA supervisors, agricultural bankers and professional farm managers) it is expanding its circulation for greater service to a larger audience.

25,000 Agricultural Leaders
25,000 Leading Farmers

Beginning July 1, 1960, BETTER FARMING METHODS will serve not only these 25,000 Change Agents, but also 25,000 leading farmers in America's top-half income counties. These are the pace setters in every community. They are the first to adopt new products for greater farming profit. Their example is copied by their neighbors. Thus they *also* are true Change Agents.

As Modern As Tomorrow's Agriculture

BETTER FARMING METHODS, serving 50,000 Change Agents, will be as modern as tomorrow's agriculture. Its editorial emphasis will deal with agriculture's sociological and technological revolutions, now moving into full force. These revolutions are receiving major attention from these Change Agents. Now you can bring the benefits of your products quickly and inexpensively to the attention of 50,000 agricultural leaders. Be sure these Change Agents know about your products for our changing agriculture. *Sell the agricultural leaders farmers follow.*

Beginning July 1960

WATT PUBLISHING CO. MOUNT MORRIS ILL.

Professional Magazine for CHANGE AGENTS

Serving Agricultural Leaders Since 1928.

BETTER FARMING METHODS

WATT PUBLISHING CO.

Mount Morris, Ill.

Ignore Critics of Ad Field; Just Sell for Clients: Adams

SAN FRANCISCO, Feb. 9—Admen should pay less attention to their critics and more attention to the job of moving products which typify the increasing abundance of our national economy, Thomas B. Adams, president of Campbell-Ewald Co., said here last week.

In a talk before the San Francisco Advertising Club, Mr. Adams took issue with that segment of the profession which urges heroic measures to combat a flareup of adverse publicity. The public is not any more concerned about the character or personal behavior of admen than about men in any other commercial pursuit, he said.

"There's nothing wrong with the business that good, honest, effective advertising won't cure," Mr. Adams said.

■ The Campbell-Ewald executive ripped into critics who contend that advertising is a disturbing influence because it encourages people to buy things they do not need.

"The critics apparently separate us into two categories," he said. "The 'good' adman is one who tries to sell people the things they want, need and can afford. The huckster promotes merchandise they do not want, cannot use and cannot afford. This is supposed to require very little talent and resourcefulness—just no conscience.

"One trouble with such a classification is that it doesn't take into consideration the matter of timing. The man who envisioned a need for garages 50 years ago would have been a huckster and the one who urged the necessity of two-car garages 25 years ago would have been regarded with similar contempt. But obviously they would qualify as 'good' admen today.

■ "You'll hear the same cry of 'huckster' raised as we press on for a plane for every family, a power cruiser for every cottage, summer and winter homes, a 'his' and a 'her' automobile. But the really sad, sad part of the situation is that too many of us in advertising might feel guilty about, instead of proud of, the work we will be doing for the years ahead." #

FULLER & SMITH & ROSS
ADVERTISING
FORMERLY STROMBERGER, LaVENE, & McKENZIE

SEEING IS BELIEVING—*Visitors to the offices of what formerly was Stromberger, LaVene, McKenzie, Los Angeles, discover, if they have 20-20 vision, that the agency is now a part of Fuller & Smith & Ross. The eye-test sign has been prominently displayed near the agency's reception desk.*

Torney to London for CBS

Kirk Torney, formerly eastern sales manager of MCA-TV and manager of group sales for the Independent Television Corp., has been appointed managing director of CBS Ltd., with headquarters in London.

Amsco Promotes Sherwood

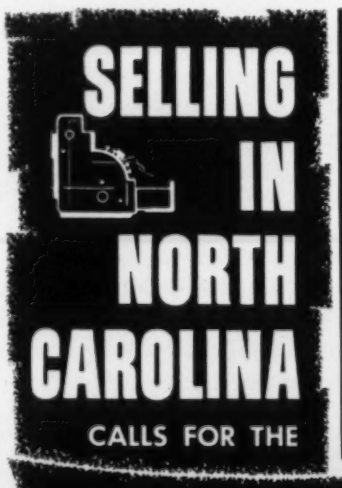
Dexter G. Sherwood has been appointed assistant manager of marketing and advertising for Amsco division of American Brake Shoe Co., Chicago Heights, Ill. He joined the company as a sales representative in 1954.

CBS-TV Spot Names Pious

George Pious, previously director of client relations in the Midwest for CBS Television Spot Sales, has been named an account executive in the organization's Chicago office.

Lawry's Buys TV Time

Lawry's Foods has purchased a weekly participation sponsorship on the daytime show, "On the Go" (CBS-TV). Doyle Dane Bernbach Inc., Los Angeles, is the agency.



BUY COLORACTION

Top Color Facilities—The Journal and Sentinel have North Carolina's newest, most complete. Spot, screen, or 4 color, *any day of the week.*

Choice Market—Dynamic! Hustling! Over 100% penetration in the Winston-Salem metropolitan area and over 70% additional penetration in a growing, well-defined 11-county market with Retail Sales of $531,666,305.00!

Big Action—Buy the Journal and Sentinel—North Carolina's COLORACTION newspapers—for big action, big sales!

WINSTON-SALEM
JOURNAL AND SENTINEL
(MORNING) (SUNDAY) (EVENING)

IN FACT, you can't cover North Carolina without the Journal and Sentinel

CIRCULATION NOW 106,559
6-months Publisher's Statement, period ending September 30, 1959, as filed with the Audit Bureau of Circulations, subject to audit.

REP. KELLY-SMITH COMPANY

..LIKE CALIFORNIA *WITHOUT*

THE BILLION-DOLLAR

VALLEY OF THE BEES

- **Actually, total effective buying income of more than $3 billion**
- **More people than each of 18 states**
- **Not covered by San Francisco and Los Angeles newspapers**

The coming of the VIII Winter Olympics to Squaw Valley, California, focuses a lot of attention on winter sports in Inner California, the area of the Billion-Dollar Valley of the Bees. However, this is no shock to the Bees. For years they have promoted and publicized winter sports events — and they will give complete coverage to the Games.

Don't let your message get a cool reception in Inner California. Tell your story in the Bees—the papers that go home.

Data source: Sales Management's 1959 Copyrighted Survey

- **THE SACRAMENTO BEE**
- **THE MODESTO BEE**
- **THE FRESNO BEE**

McCLATCHY NEWSPAPERS

NATIONAL REPRESENTATIVES . . . O'MARA & ORMSBEE

McClatchy gives national advertisers three types of discounts . . . **bulk, frequency** and a combined **bulk-frequency.** Check O'Mara & Ormsbee for details.

'A Positive Menace' . . .

Don't Alter Rates in Autumn, Admen Urge Magazines

Cleveland Agency Men Ask No Changes After Drives Are Scheduled

NEW YORK, Feb. 9—The Magazine Publishers Assn. has distributed to its members copies of a letter from a group of Cleveland agency media men, requesting that publishers avoid rate increase announcements between September and January of any year.

"Publication rate increases announced after Sept. 30 are a positive menace," the letter said, quoting one agency media man. "They wreck agency calendar year recommendations and cause serious budget complications as well as endless embarrassment, and something should be done about the situation."

The letter, addressed to Gibson McCabe, president and publisher of *Newsweek*, who is chairman of the MPA's Magazine Advertising Bureau, added: "In subsequent discussion [by the group], it was recognized that publishers face many problems of circulation policy, costs and competition in finalizing on a new rate structure, and that the exact timing of such an announcement presents still another problem.

■ "Nevertheless, on this latter point, it was the consensus of our group that very considerable progress would be made toward improving the situation if only a majority of publishers fully realize the confusion, annoyance and damage heaped upon agency media and account personnel by rate increases announced between September and January of any year."

The Cleveland agency media group is an informal organization; it has no officers. The letter was signed by four Cleveland admen: W. G. Chalkley, vp and director of media, Fuller & Smith & Ross; H. A. Stadthagen, media director, Griswold-Eshleman Co.; J. L. Marting, media director, Batten, Barton, Durstine & Osborn, and H. G. Selby, vp in charge of media, Meldrum & Fewsmith. #

Salada Tea Offers Tea Cups

Salada-Shirriff-Horsey, Boston, is offering an unadvertised premium of two English bone china cup and saucer sets for $1.50 plus the guarantee panel from any carton of Salada tea or tea bags. The sets, described as a $3.50 value, come in 12 different patterns, and are promoted on the package and in off-shelf displays. Doyle Dane Bernbach Inc., New York, is the agency.

RKO General Promotes Two

RKO General, New York, has given expanded responsibilities to two of its vps. Hathaway Watson has been named vp in charge of broadcast operations of all RKO General's stations and John B. Poor has been appointed vp in charge of finance and investment.

Jam Handy Names Seaver

Frank A. Seaver has been appointed programmed account supervisor of Jam Handy Organization, Detroit. He has been with the company for many years in Detroit and New York.

Fairbanks Named NBC VP

William F. Fairbanks, who recently was named director of sales of NBC Radio, New York, has been given the title of vp.

Three Stations Join Mutual

WGUN, Atlanta, formerly independent, has joined Mutual Broadcasting System, replacing WYZE, Atlanta, which went to CBS Radio. WSWN, Belle Glade, Fla., a former independent, will join MBS about March 1. WAIT, Chicago, a former independent, also has joined Mutual.

Lewis & Gilman Boosts Ostrof

Bernard Ostrof has been named medical copy supervisor of Lewis & Gilman, Philadelphia. He has been with the agency since 1958 as a medical copywriter.

Ohio Reps Set Radio Ad Contest

CLEVELAND, Feb. 9—Ohio's outstanding radio commercials will be selected for awards in a competition sponsored by Ohio Stations Representatives.

The awards will be made in eight categories—banks and loan companies, beer and wine, meat, other food products, gasoline and lubricants, soft drinks, utilities and miscellaneous products.

Live voice commercials, recorded voice, recorded jingles, or any combination, will be considered. They must have been prepared by Ohio agencies and used on radio stations in more than one Ohio county at the same time during 1959. The contest deadline is Feb. 22. Entries should be sent to Ohio Stations Representatives, Fidelity Bldg., Cleveland 14. #

Clorox to Launch Campaign

Clorox Co., Oakland, Cal., will introduce its No-Drip bottle and feature its pitcher-handle bottle in a national campaign, beginning in February. Media will include newspapers and tv. Ads will also appear in the March issue of *Better Homes & Gardens* and the April issues of *Good Housekeeping*, *Ladies' Home Journal* and *Parents' Magazine*. Honig-Cooper & Harrington, San Francisco, is the agency.

Jenssen Elected President

Dr. Ward J. Jenssen, head of his own market research organization in Los Angeles, has been installed as the 1960 president of the Los Angeles Merchandising Executives Club.

William Kostka Moves

William Kostka & Associates, Denver, has moved to larger quarters at 333 W. Colfax Ave.

USE "THE MOST

Because here

YOU CAN GET MORE SALES OUT OF EVERY ADVERTISING DOLLAR!

All media selection is theory until the results are counted. If your job is to sell products or services to business—or even consumer goods to quality buyers, remember that time and time again key advertisers are finding The Wall Street Journal far outpulls any other medium. You just can't know how good your advertising really is until you put it to work for you in The Journal! And it's not surprising, when you consider that the men with the biggest buying responsibilities say they rate The Wall Street Journal "The Most Useful One" when they compare *all* newspapers and magazines. So switch now—and use this one *heaviest* for heaviest *results*.

Always remember—never forget:

TODAY AND TOMORROW THIS IS THE

Daniel Starch Names Four in Executive Realignment

Daniel Starch & Staff, Mamaroneck, N. Y., has announced a number of new executive appointments. Stan M. Sargent has been named senior vp and director of the Starch magazine and business paper readership programs, and Dr. D. Morgan Neu has been named vp and director of the Starch reader and viewer impression programs. Both have been with Starch for many years.

Charles Ross and Theodore Lord have been named Starch vps. Mr. Ross, director of the Starch marketing data service, joined the company in 1953. Mr. Lord, director of the outdoor readership program, came to Starch in 1956 from Outdoor Advertising Inc.

Farlie Named Chairman

William N. Farlie, manager, advertising-sales promotion, operations and services, Esso Standard division of Humble Oil & Refining, Houston, Tex., has been named chairman of the outdoor committee of the Assn. of National Advertisers. He succeeds Albert C. Burke of Coca-Cola, who will continue to serve on the committee.

Coast-to-Coast Boosts Rose

Irvin Rose, head of advertising and sales promotion for Coast-to-Coast Stores, has been promoted to vp and a member of the company's board of directors. Mr. Rose has his headquarters in Minneapolis. The company serves 850 locally owned hardware and auto supply stores in 20 states.

Vos Adds Ziff-Davis Books

Ziff-Davis Publishing Co. has named Frank Vos & Co., New York, to handle advertising and sales promotion for its book publishing operations. The account was formerly handled by Erwin Wasey, Ruthrauff & Ryan, which continues to handle the company's special interest magazines.

Grosberg Opens PR Branch

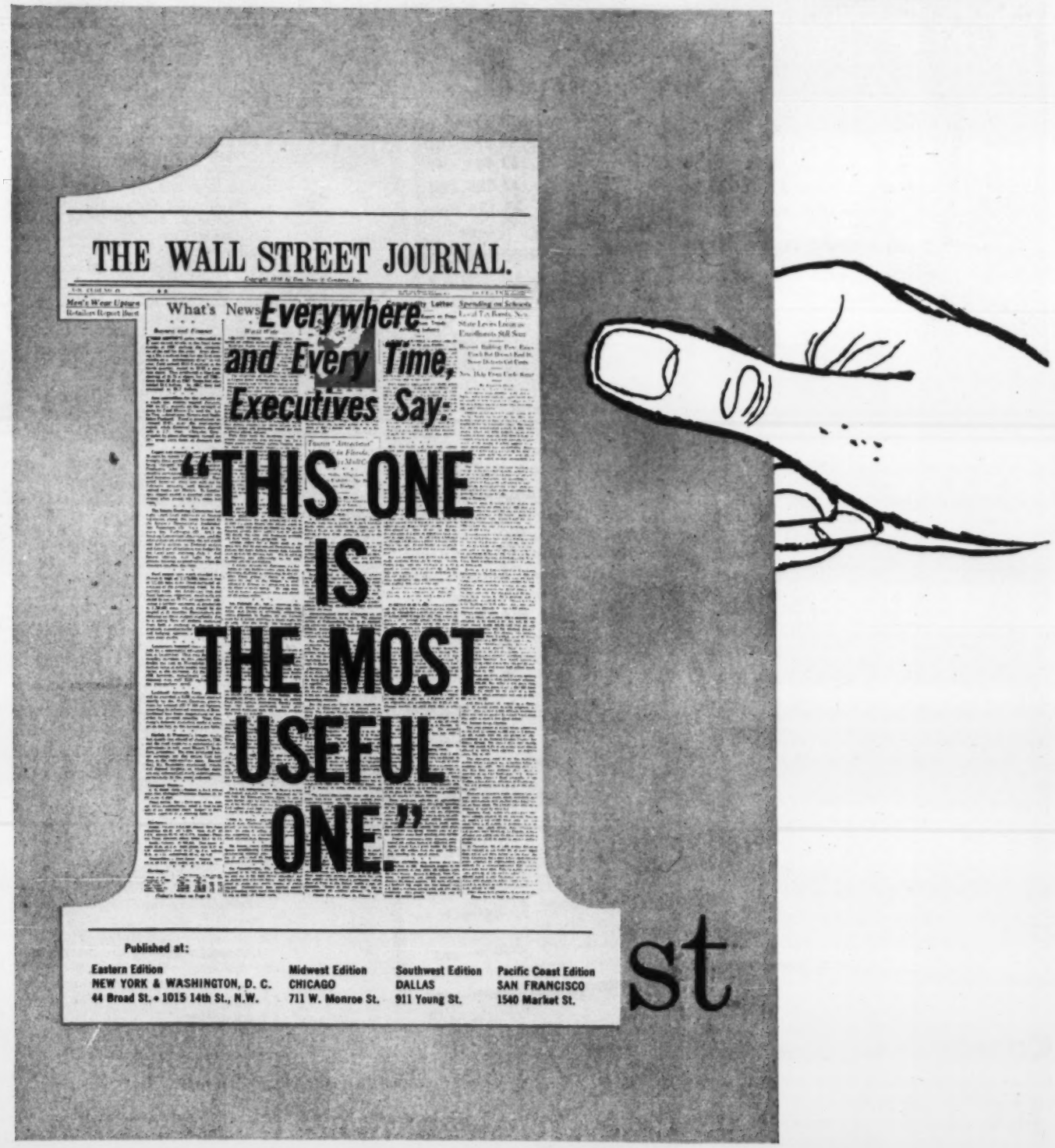
Grosberg, Pollock & Gwartzman Ltd., Toronto, has established a new branch, Canada Wide Public Relations. Headquarters will be located at the agency's office, 78 Charles St., West.

Merritt Moves to Madison Ave.

Merritt Advertising, New York, has moved its office to 280 Madison Ave.

FOODARAMA—*The Kelvinator division of American Motors Corp. will run color pages like this during 1960 in Ladies' Home Journal, The Saturday Evening Post and two Sunday supplements. Geyer, Morey, Madden & Ballard, New York, is the agency.*

USEFUL ONE" MOST


THE WALL STREET JOURNAL.
Everywhere and Every Time, Executives Say:
"THIS ONE IS THE MOST USEFUL ONE."
Published at:
Eastern Edition NEW YORK & WASHINGTON, D. C. 44 Broad St. • 1015 14th St., N.W.
Midwest Edition CHICAGO 711 W. Monroe St.
Southwest Edition DALLAS 911 Young St.
Pacific Coast Edition SAN FRANCISCO 1540 Market St.
st

ONE FOR "GETTING AHEAD IN BUSINESS."

Privately Owned TV Stations Sought for Vancouver, Winnipeg

TORONTO, Feb. 9—Vancouver and Winnipeg are expected to have private tv outlets in operation by the end of the year.

The Board of Broadcast Governors, which controls public and private broadcasting in Canada, recommended that the transport department grant second-station tv licenses in both cities.

Vancouver and Winnipeg are presently served only by outlets of the publicly-owned Canadian Broadcasting Corp.

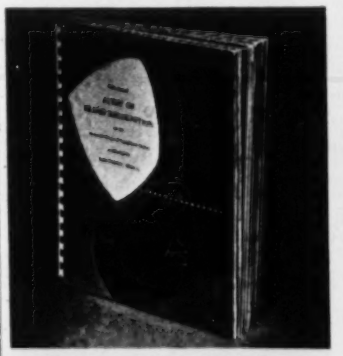
BBG recommended that the Winnipeg license go to Ralph S. Misener & Associates and the Vancouver license to Vantel Broadcasting Co. Ltd.

While the federal cabinet has to approve the recommendations, spokesmen for both private companies said they expected to be in operation by the end of 1960.

■ It is believed that private station licenses also will be granted to groups in Montreal, Toronto, Halifax, Ottawa, Calgary and Edmonton.

The various groups in Winnipeg and Vancouver are reported to have spent from $50,000 to $200,000 preparing their briefs to BBG.

In Vancouver, Vantel Broadcasting is expected to pick up 7% ($1,500,000) of the $20,000,000 per year spent in radio and tv advertising in the Vancouver area. #



FREE TO ADV. & MARKETING MEN

The 65 page, 1959 "Sixth Annual Audit of Brand Recognition" ranks over-all advertising effectiveness by campany for more than 48 electronic products. Available without cost to sales, advertising and marketing men. Write Mkt. Res. Dept., Hayden Publishing Company Inc., 830 Third Avenue, New York 22, PLaza 1-5530.

CBC Names Briggs VP

W. E. S. (Ted) Briggs has been named 1st vp of Canadian Broadcasting Corp., Toronto. He succeeds Ernest L. Bushnell, who resigned Dec. 30 to become a broadcasting consultant. Mr. Briggs joined CBC as an announcer in 1937.

Masonite Boosts Hurley

James H. Hurley has been appointed advertising and sales promotion manager of Masonite Corp., Chicago. Mr. Hurley, who joined Masonite in 1948, has been a building products salesman since November, 1958.

Shulton Appoints Jackson

Edmund Jackson, sales promotion manager of Shulton Inc., New York, has been appointed brand advertising manager, a new post.

PACKAGED PROMOTIONS

Servicing more than 1700 radio stations for national brands

low cost proven performance

AL PETKER/GIFTS FOR LISTENERS

Beverly Hills, California

COSTUME KEY—*Leather Industries of America, New York, will run this color spread in the Feb. 15 Vogue. The ad runs back-to-back with a Vogue editorial spread showing five models decked out in spring fashions except for shoes. Readers are invited to pick the correct shoes for each costume from those advertised elsewhere in the issue. Thirty shoe manufacturers are participating in the promotion through ads in Vogue, other magazines and local newspapers. W. B. Doner & Co., New York, is the agency.*

FTC Examiner Says Pfizer Ad Wasn't Purposely Deceptive

WASHINGTON, Feb. 9—A Federal Trade Commission hearing examiner last week scolded Chas. Pfizer & Co. for using fictitious doctor's cards in ads for Sigmamycin but recommended that FTC drop the case.

Examiner Edward Creel said the Pfizer ad, which had been sharply attacked by *Saturday Review* early this year, had the capacity to deceive. He was persuaded, however, that the company had not acted intentionally, and that it was not going to resume the practice.

(ADVERTISING AGE erroneously reported in Late News Flashes that the case had been dismissed. Mr. Creel's initial decision does not represent a final disposition.)

Edward F. Downs, FTC attorney in charge of presenting the case against Pfizer, told AA he is not satisfied with the examiner's recommendation. He is filing notice that he will appeal the decision.

■ In recommending that FTC drop the case, Mr. Creel said, "The advertising involved here was the product of an advertising agency and was used by respondent without its careful consideration.

"Respondent concedes it now believes that the advertising may have had the capacity to deceive some of the physicians to whom it was sent, and the record shows that procedures have been adopted requiring consultation between several members of respondent's management prior to the approval of any advertising."

Mr. Creel also noted the ad had been discontinued before FTC launched its investigation.

The case is the first in which FTC has challenged ads tailored for the medical profession.

Pfizer had argued that doctors would not be easily deceived. #

St. Louis Art Directors Elect

Carl F. Klinghammer, art director, D'Arcy Advertising, has been installed as president of the St. Louis Art Directors Club. Other new officers include Roy Paul, Cassell & Paul Art Studios, 1st vp; Jay Sartoris, art director, Gardner Advertising Co., 2nd vp, and Mary Jane Becker, Mary Jane Becker Studios, secretary-treasurer.

Chock Full Coffee Expands

Chock Full O' Nuts coffee is being introduced into the Cleveland market with a letter sent to 225,000 housewives offering them 25¢ off the regular price on presentation of the letter at a food store. Cleveland is the farthest west expansion for the coffee which was introduced by the chain in New York in 1953.

Lyon Moves to Y&R Ltd.

Ollie M. Lyon Jr. has been appointed a vp and member of the executive committee of Young & Rubicam Ltd., Toronto. This is the first assignment in the international division of the agency for Mr. Lyon, who has been a senior account executive in Y&R's New York office.

Atherton Appointed VP

John P. Atherton, who had been with Atherton & Currier since 1945 and joined Kastor, Hilton, Chesley, Clifford & Atherton when the two agencies merged a year ago, has been appointed a vp of the agency.

Karr to Hubert Advertising

Karr Engineering Service, Milwaukee, has appointed Thomas J. Hubert Advertising, Cudahy, Wis., to handle its advertising.

The Past:

Employment

Year	April	September
1950	102,900	132,400
1955	140,200	183,300
1958	174,700	209,300
1959	196,100	234,900

State Department of Employment

Retail Sales:

Year	In 000's
1950	$302,670
1955	$554,803
1958	$720,673

Sales Management

Bank Debits:

Year	In 000's
1950	$1,581,700
1955	$2,461,600
1958	$3,625,184
1959 (11-mo.)	$4,136,060

12th Federal Reserve

Q. *Say . . . What About San Jose?*

A. "Look at our past, and who shall say where shall be the limits to our future greatness?"

— J. J. Owen *Editor, San Jose Mercury May 14, 1869*

Inspired by the driving of the golden spike linking East and West, Editor Owen was more prophetic than he knew. The ponderous iron horse did indeed bring growth and prosperity to San Jose, as have the automobile and the airplane in turn.

Now, in the space age, Santa Clara County ranks high in research and electronics-and the future holds even greater promise . . .

The Future:

1965 Estimates

	1958 In 000's	1958 Rank	1965 (Proj.) In 000's	1965 (Proj.) Rank
Population 1/1/59-1/1/65	566	49	826	33
EBI	$1,113,058	41	$1,893,592	33
TRS	$ 720,673	41	$1,218,326	32

Sales Management

1985 Estimates

	1985 (Proj.) In 000's
Population	1,450
Employment	550
TRS*	$3,000,000

Candeub & Flessig; Livingston & Blayney

*Projected from city estimate and share-of-county percentages.

You **Cover** San Jose **Only** *With*

MERCURY *and* NEWS

A Ridder Newspaper

Member of Metro Sunday Comic Network and Parade.

Up-and-Coming Billion Dollar Market!

167,024 ADULTS* READ THE WINNIPEG TRIBUNE EVERY DAY!

Industrious, hard-working people these. In the province's capital, Winnipeg, over 442,000 people earn an average per household income of $5,694 and have boosted the city's retail sales figure to an all-time high of $468,800,000—and Winnipeg is just one city. In resources-rich Manitoba, the gross value of production in all industries has risen to $664,530,000, and the personal disposable buying income now stands at $591,600,000. To reach and sell booming Manitoba best, choose The Winnipeg Tribune. No advertising campaign in this market is complete without it. Do a *complete* selling job by making sure the Tribune carries your full programme.

**15 years of age and over*

YOU GET **ACTION** WHEN YOU ADVERTISE IN
THE WINNIPEG TRIBUNE
ONE OF THE EIGHT SOUTHAM NEWSPAPERS IN CANADA

The other Southam Newspapers are : THE OTTAWA CITIZEN • THE NORTH BAY DAILY NUGGET • THE HAMILTON SPECTATOR • THE CALGARY HERALD • THE EDMONTON JOURNAL • THE MEDICINE HAT NEWS • THE VANCOUVER PROVINCE (Published for Pacific Press Ltd.)
TORONTO THE SOUTHAM NEWSPAPERS, 88 UNIVERSITY AVE., K. L. BOWER, MANAGER. **MONTREAL** THE SOUTHAM NEWSPAPERS, 1070 BLEURY ST., J. C. McCAGUE, MANAGER. **UNITED STATES** CRESMER & WOODWARD INC. (CAN. DIV.), NEW YORK, DETROIT, CHICAGO, SAN FRANCISCO, LOS ANGELES, ATLANTA.

Wexton Adds Two Highway Trailer Units; Boosts Egloff

Highway Trailer, Edgerton, Wis., has named Wexton Co., New York, to handle advertising and sales promotion for its truck-trailer and cargo-container divisions. Arthur Towell Inc., Madison, Wis., which formerly serviced the divisions, retains Highway's public utility equipment division. The truck-trailer and cargo-container divisions have established management and advertising headquarters in New York.

Wexton has named Charles Egloff, formerly assistant production manager of McCann-Erickson, production manager, succeeding Lou Savad, who has resigned.

"Subliminal" Advertising
Ads, letters, literature with instantaneous appeal—that tells story at a glance and leaves lasting impression.
"That Fellow Bott"
Leo P. Bott, Jr., 64 E. Jackson, Chicago

Canada Dry Offers Premium

Canada Dry is offering an Orlon initialed cardigan sweater for $2.50 and two Canada Dry bottle caps, as a major February promotion. The premium, valued at $5.95 by the company, will be promoted on network television and in four-color magazine pages, large-space newspaper ads and radio spots. J. M. Mathes Inc., New York, is the agency.

Gross Names Deering VP

Gross Advertising, Miami, has named Walter P. Deering, formerly with Grant Advertising and Bevis & Tyler, a vp.

Forlano Heyl Scoppa Austin

THE PROOF—*Special guest at this photography session for Burlington support stockings is Mrs. Kay Austin, in charge of McCall's copy acceptance, who along with Frank Scoppa, art director at Donahue & Coe, watches intently as Photographer Sante Forlano poses Lois Heyl. Miss Heyl is wearing one Burlington support stocking and one daytime sheer to illustrate their similar sheer appearance for Burlington's spring campaign. To forestall any questioning of this copy claim, Burlington is inviting censorship representatives of three magazines to witness the photography (AA, Feb. 1).*

Politz Hits Image Studies, Operations Research as 'Fads'

NEW YORK, Feb. 9—Alfred Politz teed off four years ago on motivation research, terming it "pseudo-research" and "pseudo-science."

Last week he returned to the battle and took some healthy cuts at what he considers to be the latest fads in research—operations research and corporate image studies.

At the same time, he continued to hammer away at his old target, motivation research, saving his most withering remarks for an Advertising Research Foundation publication, "The Language of Dynamic Psychology as Related to Motivation Research."

Mr. Politz, head of the research company bearing his name, spoke to the market research discussion group of the New York chapter of the American Marketing Assn.

■ Mr. Politz told a capacity audience that one of the major troubles with research today is that there are too many people who are saying, in effect: "I am a very intelligent man. I can talk over your head."

He conceded that this kind of approach is useful for "impressing vps," but he questioned its usefulness in improving advertising effectiveness.

Mr. Politz charged that researchers are using "obscure and complicated language" which managements cannot understand. He described this tendency as "a longing for science that is greater than the supply."

At recent research meetings considerable attention has been focused on the use of mathematical models by operations researchers. Mr. Politz expressed the opinion that operations researchers now seem to be in danger of "falling into the same trap as motivation researchers," using language which obscures some of the real problems in advertising.

"Mathematics comes second, not first," he said.

■ Mr. Politz asserted that it is not up to management to learn to understand what researchers are talking about, it is up to the researchers to make their recommendations simple enough for management to understand.

He likened the researcher to the house doctor and the client to the patient. The house doctor, he pointed out, does not use technical language in talking to the patient. "If he did, the patient would not trust him," he said.

Mr. Politz said that one of the harmful effects of motivation research's popularity is that advertisers become afraid of using primary appeals such as: People buy cars basically for transportation.

As an example, he cited a Vitalis case history (Bristol-Myers is a major Politz client). Between 1950 and 1954, he reported, Vitalis sales declined 25%—along with a general sales decline for the other brands in the field. The advertising—not the product—was then revised. Vitalis reverted to an old basic theme, "keeps your hair in place." Result: Vitalis sales have since increased by 60% and it has become the leader in the field.

Mr. Politz said the language used by researchers often inhibits an advertiser from using such a primary appeal.

■ As for corporate image studies, which have recently come into great vogue, Mr. Politz said "image research" has come to have a technical meaning all its own, with the result that it is "too narrow."

He charged that this term has so captivated some people that they now ask, "Which corporate image should we have?"—and they forget completely the question, "Should we have a corporate image at all?"

Mr. Politz had a fine time—and had his audience in stitches—belittling the ARF publication, "The Language of Dynamic Psychology." He took this as a perfect example of the obscure language used by researchers.

■ He pointed out that this dictionary defines "motive" as "a hypothetical construct used to infer determinants of behavior." And it defines "canalization" as the "channeling of the act of directing into channels."

Mr. Politz commented: "What's going on here? What's the purpose?" He added that he did not want to suggest that the authors of this book are "cynics" trying to befuddle people. "They only make a mistake," he said. "I don't want to do harm to this book. All I want to say is that the simpler it is expressed—the better your communications are." #

package buy:
save time, trouble and 17%

Augusta, Columbus and Macon . . . *the country's 30th largest metro market,* with over 650,000 population. And it's yours with one order, one bill and one check when you buy the Georgia Group newspapers. Plus . . . *savings of up to $1,600 on every 10,000 lines.* Save time, trouble, 17%. Schedule the Georgia Group to reach Georgia's second market.

GEORGIA GROUP

THE Georgia Group

AUGUSTA Chronicle and Herald COLUMBUS Ledger and Enquirer MACON Telegraph and News
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

BALTIMORE IS AN

EVENING

PAPER MARKET

and the BALTIMORE NEWS-POST

— its LARGEST evening newspaper!

Baltimore merchants know this! That's why they put practically all their advertising dollars "on the line"—in the evening newspapers!

Baltimore is an evening paper market.

Evening newspaper circulation represents 97% of all occupied dwelling units in the A.B.C. City Zone. And of these, the News-Post delivers the most.

When you advertise in the News-Post, you're reaching the market you want to reach—the Big Market, the Buying Market, the Evening Paper Market!

The Baltimore News-Post is the biggest selling evening newspaper in the Baltimore area. It gives its readers the most complete, up-to-the-minute news coverage—it analyzes the news in depth — it provides entertaining and informative features for every member of the family—and, it's famous for its modern, "fresh point of view"!

Call in your Hearst Advertising Service Representative.

Plan now to present your product to the Baltimore buying public when it's most receptive to your message—in the pages of the Baltimore News-Post.

The Baltimore News-Post

Represented nationally by Hearst Advertising Service Inc.
Offices in 15 principal cities.

LOCAL ADVERTISERS PUT THEIR MONEY IN THE EVENING PAPERS. MEDIA RECORDS PROVE IT! . . .

★ Department Stores: The News-Post ran 887,830 more lines than morning paper in 1959.

★ Retail Grocers: The News-Post ran 1,364,001 more lines than the morning paper in 1959.

★ Radio and TV: For the year 1959, The News-Post carried more than 65% of all Daily Retail advertising in this classification, 101,577 lines more than the morning paper.

When a merchant has his freedom of choice—he concentrates most of his advertising dollars in EVENING newspapers . . .

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Ted Bates Ad Gets a Little Support, Lots of Opposition from Admen

To the Editor: Let there ring out paeans of praise to Ted Bates, Rosser Reeves, and that strong-spined crew at 666 Fifth Ave.!

. . . This magnificently written advertisement has far-reaching significance. It may well be "the shot heard 'round the world" for our American system. It is a full-throated salvo that proclaims in the thunderous politeness of its paragraphs that there are those in this country who will not take this battle lying on their backs. Between its lines, guts, gumption, fight, bristle.

Let the entire advertising world pay its respects to the foresight, the courage, the tactical brilliance, the steel-shafts called spines behind this ad. They have not only created a masterful piece of commercial prose. They have written the greatest advertisement I have ever read—fittingly enough in fierce defense of our business when it is fighting for its very life.

Terry Howlett,
Rockford, Ill.

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To the Editor: Re: Shaving cream and sandpaper.

In all the fuss one fact seems to be overlooked.

People don't believe the ads even if they are true!!!

Some products sell IN SPITE of not because of the advertising.

My experience covers over a half century in promoting and advertising local, national and internationally distributed products. All were marketed without ridiculous, misleading or dishonest claims.

Sid Sidley,
Kentfield, Cal.

To the Editor: As a little agency that has no aspirations of joining the ulcer group, we are in complete agreement with the stand of the FTC on "deceptive" advertising. If the grey flannel boys would spend some time in the homes of average American buyers and experience the revulsion these people have for misleading and offensive tv commercials, a real service to all advertising might result. . .

One of the real threats to our national life today is character degeneration—the winking at dishonesty in all phases of life. Instead of trying to belittle those who are trying to keep advertising honest and believable, our whole profession should join in a crusade to wipe out the stains of deliberate misrepresentation—whether it is called "imagination" or by any other name.

C. J. deGoveia,
Lincoln Advertising Agency,
Springfield, Ill.

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To the Editor: In connection with the Ted Bates advertisement, which I think should have been captioned, "What's Wrong With Fooling The Public?" it would be interesting to learn not what advertising men and advertisers think but what is the public respect for advertising now that an intelligence-insulting attempt has been made to explain away "artifices" in advertising. And how proud can we be of our profession when 19 out of 20 letters to Ted Bates approve of this shabby incident? Hoist another martini, men, and who cares about responsibility and values and such things?

Milton M. Hermanson,
Great Neck, N. Y.

• • •

Tax Rule Is Unfair to Private Power Companies, He Says

To the Editor: I have watched with a lot of interest all the rumpus raised as a result of the Internal Revenue Service's decision that the "tax-paying, independent power and light companies" cannot deduct the cost of their so-called "institutional" advertising from their federal income tax.

One of the big arguments in favor of this decision hinges on the allegation that the companies lump the cost of these ads together with all their other ads, thus charging the consumer (user of their electricity) with the cost thereof. This, in effect (says the IRS) is forcing John Doe to spend part of his light bill money each month to influence legislation.

Many people, I suspect, nod agreement with this line of thought. It all sounds so reasonable —*if that's all you hear.* As usual, there are two sides to the question.

I'd like to ask: Don't the government-sponsored or government-favored cooperatives do likewise? No, they don't buy space in magazines and other media. But they do a lot of powerful advertising nevertheless. Every locally-organized co-op (that buys power with money from REA or buys power direct from some government-financed source such as TVA) furnishes its customers (patrons or members) with a regular monthly (perhaps oftener) newsletter. Naturally, the entire cost of this house organ comes out of the pocket of the co-op member, along with his regular monthly power bill. . .

But, these co-ops don't pay income tax, so the IRS doesn't care. And, of course, only a few people know all this, so perhaps it doesn't really matter that a principle of fair play is involved. Or, does it?

I'm a copywriter with Biddle Co. The thoughts I've expressed above are my own and not necessarily those of my employer.

M. H. Banner,
Normal, Ill.

• • •

Non-Objective Rewriting of His Releases Is 'Rigged Journalism'

To the Editor: I am concerned as anybody else about the unbridled attacks on advertising in our broadcast media, especially, like anybody else in the business, because of the reflection on advertising in general. . .

But what burns me up is the self-righteous reporting—at least in our local press—of these doings —"rigged shows," "deceptive commercials," "misleading advertising." Don't they realize what they are doing to the credibility of advertising in general, most of which is unquestionably on the level, upon which they themselves depend for their livelihood, ignoring for the moment the sound value of advertising to our economy?

My complaint is that I am currently getting some experience in "rigged journalism." Regardless of the merits or demerits of our client's position, it has been interesting to see how our press releases have been rewritten to reflect the newspaper's point of view.

Now, biased journalism is one of the privileges of freedom of the press—I guess—and I won't quarrel with it. But, brother, when I see them rewrite material—if they have to do it—*not* to reflect *objective* journalism, but their own editorial position, how can they so puritanically condemn advertising, and broadcast advertising in particular?

We are not pressing sour grapes; our campaign was successful.

Name Withheld by Request.

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On Uncreative Admen

To the Editor: We would like to call your attention to the impossible coincidence between the artwork in the Scroll Inc. ad appearing in the February *House Beautiful* and the photography in the Maryland club coffee ad which appeared in the same magazine in October, 1959.

We do not know where Scroll Inc. got its artwork, but the original photography was produced by us for our client, Maryland club coffee at Sarra Inc., New York, on July 3, 1959 with model Ruth Copeland wearing a Pauline Tri-

gere original as principle subject.

It is our belief that this unfortunate incident is a visual manifestation of the insidious disease that is crippling our profession. . . a disease being spread by professional exponents of the insipid who glibly mouth such terms as "creativity" and whose only stock-in-trade is ready access to an Art-O-Graph.

Robert D. Brown,
Clay Stephenson Associates,
Houston.

P.S. Rather than have our original work aborted, we will be glad to lend potential users our old plates.

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Whose Famous Hands?

To the Editor: "These hands hold thousands spellbound. They were once the gifted hands of a child prodigy in Warsaw. Today they belong to America's great concert pianist."

—From an advertisement in *The New Yorker* (Jan. 16, 1960; p. 13)

So our musicians, too, are frauds—
Our "great pianist" each applauds
But a thief who, once, in foreign lands,
Purloined some child's prodigious hands!
This fraud we laud—this fake applaud—
(Just bring him on—we're overawed)—
When all the while his lot should be,
Instead of fame, plain infamy!

Irving Orenstein,
Philadelphia.

• • •

Note Found in a Rice Cake

To the Editor: Red China is by far the most prosperous country in the world. Economists, market analysts and other pundits in Advertising Age and other business publications have convinced me of this. In all their forecasts, they predict increasing prosperity to be the result of increasing population. China has three times the population of the U.S. Therefore it is three times as prosperous.

In our own country, it is easy to prove this proposition, too. Los Angeles is expanding five times as fast as New York City. Therefore individual businesses in Los Angeles are five times as profitable as individual businesses in New York City and the citizens in L. A. earn five times as much as New Yorkers.

Mark Taber,
Chicago.

• • •

Take Firm Stand Now, Reader Urges Ad Industry

To the Editor: . . . It's a sad state of affairs when the most important news made is an investigation of the tv industry. Perhaps my viewpoint is prejudiced, but I feel that it would be more to the public's interest to investigate the multi-million dollar smut racket or our seeming lag in defense. Somehow I cannot conceive that an exaggerated claim for a product, unless it is definitely a fraudulent statement, proves harmful to the public. When are we going to begin upholding the position of advertising? If no one takes a firm stand now, advertising in all its aspects, good and bad, will become insipid and uninspired, and fear will take the place of reason.

If we let this happen, then we deserve nothing better.

Charlotte Shoaff,
National Traffic Manager,
Modern Teleservice Inc., New York.

• • •

Walter Weir Inconsistent in Book and Speech, Reader Says

To the Editor: There is a contradiction between Walter Weir's outlook as quoted in his book (AA, Jan. 25) and his speech before the Art Directors Club of New York (same issue) which would be amusing if Mr. Weir weren't so serious.

The book is packed with cautionary notes to advertising practitioners, of which this is a sample: "If advertising is ever to graduate from blatancy, from duplicity, from triviality, it can only be through the treatment given to it by people who believe it serves a useful end

Two guides that point the way to better paper buying The free booklet tells *why* papers made with cotton fiber offer you more in prestige, permanence, performance. The "Better Papers" emblem tells *who* makes them. Send for the booklet; watch for the emblem.

BETTER COTTON FIBER PAPERS

Cotton Fiber Paper Manufacturers,
122 East 42nd Street, New York 17, N. Y.

BETTER PAPERS ARE MADE WITH COTTON FIBER
LOOK FOR "COTTON" OR "RAG" IN THE WATERMARK OR LABEL

—and serves that end best by conveying vividly and honestly a conception of the product advertised, its proper use and the result of that use" . . .

Compare this with his vigorous defense of the much-publicized Ted Bates tv commercial which whisks the little grains of sand off the Plexiglass. In his cudgeling of the FTC, Mr. Weir uses false parallels concerned with the effect of cellophane as a sound effect and the use of oil paintings to show products. He might be on sound ground if the product were intended to help consumers remove sand from sandpaper. The point of the commercial is that shaving sandpaper is equated with shaving one's face . . . All that it proves is that the product dissolves glue. The razor, after all, doesn't cut the sand. It *must* cut the beard. . .

Dennis Webster,
J. Walter Thompson Co., San Francisco.

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Can Advertising Win the Public's Confidence?

To the Editor: . . . We believe that a very large proportion of advertisers would like to make the public feel that their advertising is honest. But how can that be done? One way would be to form an "Honesty in Advertising" association with the avowed intention of making *all* their ads factual and avoiding deceptions. Such an association could tell the public of their intention in widespread newspaper, radio and tv advertising, using HIA (or some other symbol) to guarantee honest advertising. If such a plan were vigorously carried out, the public could be led to feel that ads could be believed if they included the association's symbol.

To finance such an operation, advertisers, large and small, might chip a little off their appropriations to provide funds, not only for publicity, but to maintain a central office to receive and satisfy complaints—and to engage the services of a first-class testing laboratory to pass on their products —when necessary. Such an organization should take a positive attitude—not attempt to discredit those not included in their association or their products.

Of course art work should be included in cleaning up both printed and tv ads, if the art work was used to further product claims. Art work which merely provided atmosphere would not be involved.

E. M. Davidson,
E. M. Davidson Advertising, Birmingham, Mich.

• • •

Ads Name Competitors

To the Editor: At this time I own and drive a Ford. A few weeks ago I received a piece of direct mail from Chevrolet in which they stated that they knew I was a Ford owner but that maybe I would like to look at something better and why not come down and look at the Chevrolet. I did not think too much of that and eventually tossed the piece away. Now I have received a piece put out by the Ford Motor Company.

I have been in advertising for over 20 years now and while we always claim our products to be superior we have never come to the point of naming our competitors in our advertising.

If this practice were to become common in space advertising and in radio and tv commercials, it seems to me, the results could become disastrous.

Thomas J. Gore,
Advertising Manager, Diagraph-Bradley Industries Inc., Herrin, Ill.

• • •

AA Has Sharp-Eyed Readers

To the Editor: It was certainly gratifying to see the news release and photograph covering our 1960 ad plans, which appeared in the Jan. 18 issue. You will be interested in knowing that we have had several inquiries from readers who had eyes sharp enough to read the copy in the ad offering the "Vina-Lux Floor Styling Handbook!"

Walter R. Bell,
Assistant to the Advertising Manager, Azrock Floor Products Division, Uvalde Rock Asphalt Co., San Antonio, Tex.

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4A's Members Don't Drag Feet on Self-Regulation

To the Editor: I don't know whom to thank and praise for your lead editorial in your Jan. 25 issue, headed "Similar, But Different Problems."

To separate the false and misleading advertising, which is illegal and which the government is prepared to deal with, from advertising in bad taste is doing the industry a service. As you probably know, our Interchange has dealt with the latter and not with the former.

We have always subscribed to your admonition that neither advertisers nor any other group should attempt to take over the functions of law enforcement.

Self-regulation in the area of taste has been the aim of our Interchange of Opinion on Objectionable Advertising from the start in 1946.

The only phrase in your editorial that bothers me at all as being inaccurate is that "agencies have dragged their feet" in the area of bad taste and attempts to deal with it through self-regulation. I don't think that is so, at least not those in the Four A's.

Frederic R. Gamble,
President, American Assn. of Advertising Agencies, New York.

• • •

Our Caption Writer Spokes Better Than He Wrotes

To the Editor: Please!

"Adman Trods Boards" (AA, Feb. 1), . . . with the same crime perpetrated again in the caption beneath this stupendous stopper. That tooks the cake!

The word "trod" is the past tense and past participle of "tread."

Admittedly, this monstrous offspring of ignorance and phony cuteness is forcing its way into general usage. But will not ADVERTISING AGE join me in the resistance movement before this thing wents too far?

Mrs. Elizabeth Hughes Erhard,
Copywriter, Chapman Co., Tulsa.

Two other grammar-minded readers—Richard A. Burleigh of Evanston, Ill., and C. Ralph Bennett of New York—have chided us on this egregious grammatical goof, and the writer of the caption admits to being remiss. However, curiosity prompted us to look in our dictionary (Webster's New International Dictionary-2nd Edition) where we discovered several entries for "trod." One defines it as an intransitive verb of local U.S. usage meaning to tread, walk. No hint is given about how local this usage is. We offer this not as an excuse but as a conversation starter some time.

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More Huzzahs to AA

To the Editor: Congratulations on 30 years of wonderful service to the industry that has built for you a wonderful property!

It has been a pleasure being one of your reading customers, one of your advertising customers, and one of your best rooters.

Thomas B. Haire,
Haire Publishing Co., New York.

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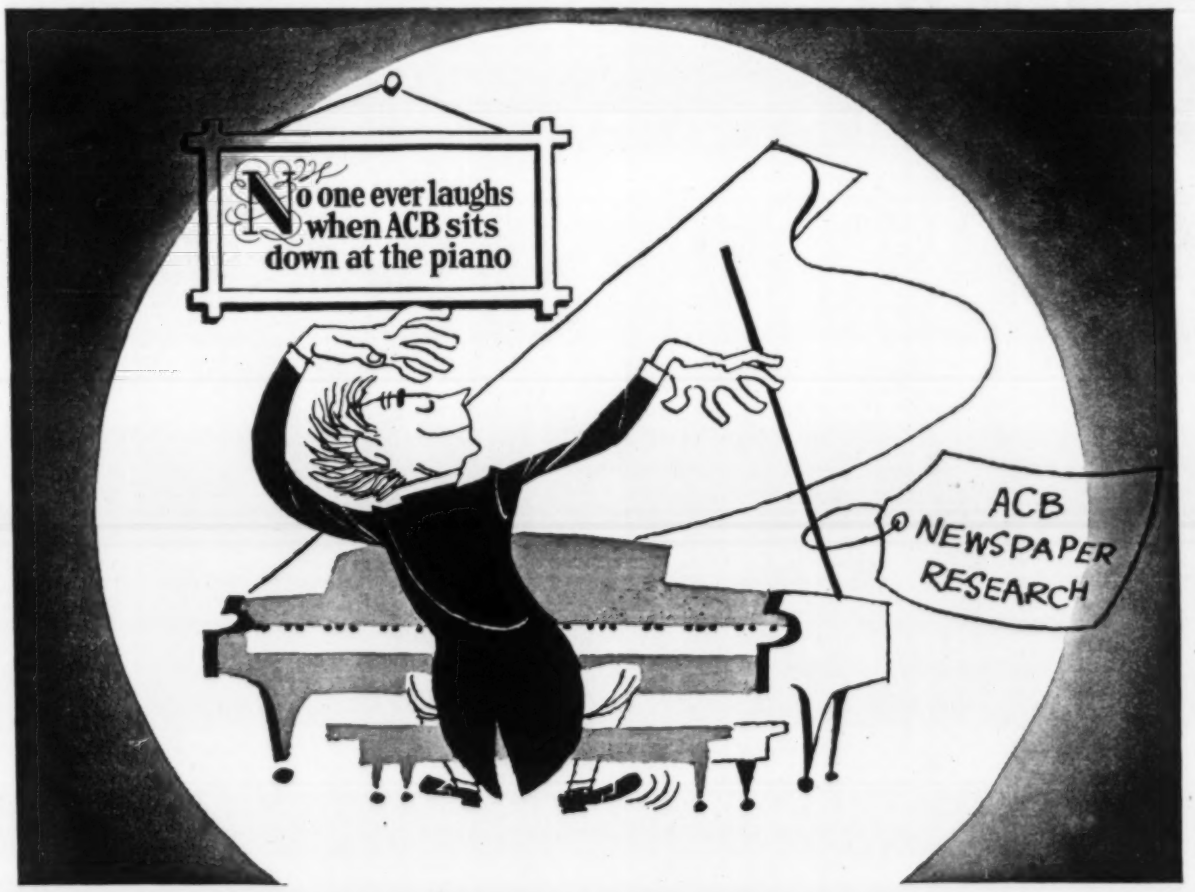
To the Editor: . . . Let me take this opportunity to congratulate you . . . on ADVERTISING AGE's 30th anniversary! . . . I have often remarked, with respect to other fields, "what this industry needs is a trade journal as good as ADVERTISING AGE. . ."

Ernest Camp Jr.,
Vice-President, Burke Dowling Adams Inc., Atlanta.



The perfect accompanist for the star performer in Sales and Advertising

Sure!

You can operate a sales or advertising department *without* ACB Brand-&-Retailer Reports.

But *with* these Reports you can do a better job . . . better sales volume . . . lowered sales cost . . . less "wheeling and dealing" with your retail outlets and your field sales force.

These ACB Reports capture, tabulate and deliver every advertisement appearing in daily or Sunday newspapers in which a retailer mentions or features your brand, or, brands competing with your own.

You know exactly which of the 1,393 major city markets is dragging its feet or making good progress. You know how each retail merchant in any given town helps or hinders your brand with his advertising. And the information doubles in value as your salesman receives a duplicate of the ACB Report covering his own territory.

With these Reports, advertising can be integrated closely with sales. The curtain of distance that blocks your view of retail activity is lifted. You can keep currently informed of the changing schedules and advertising copy of your competitors at the retail market level.

More than 1,100 star performers in sales and advertising use ACB Reports. Full information without obligation by contacting office nearest you.

ACB's 48-page catalog describing its 14 Services sent free on request.

ACB

The ADVERTISING CHECKING BUREAU, INC.

New York (10) 353 Park Ave. South • Chicago (3) 75 E. Wacker Dr.
Columbus (15) 21 South Third St. • Memphis (3) 141 Jefferson Ave.
San Francisco (5) 51 First St.

ACB READS EVERY ADVERTISEMENT IN EVERY DAILY NEWSPAPER

Ziv's 'Tombstone', 'Dawson' Add Multi-Market Sponsors

Ziv Television Programs, New York, tv film distributor, has sold "Tombstone Territory" to three new multi-market buyers. Brown & Williamson (Ted Bates & Co., and Keyes, Madden & Jones) bought the series for showing in nine prime markets; Studebaker (D'Arcy Advertising Co.), for eight cities in New England and Pennsylvania, and Wise Homes (Cabell Eanes Inc.), for five markets in Virginia and the Carolinas.

Brown & Williamson will sponsor another Ziv series, "This Man Dawson," in New York, Baltimore, Louisville, Pittsburgh and Los Angeles.

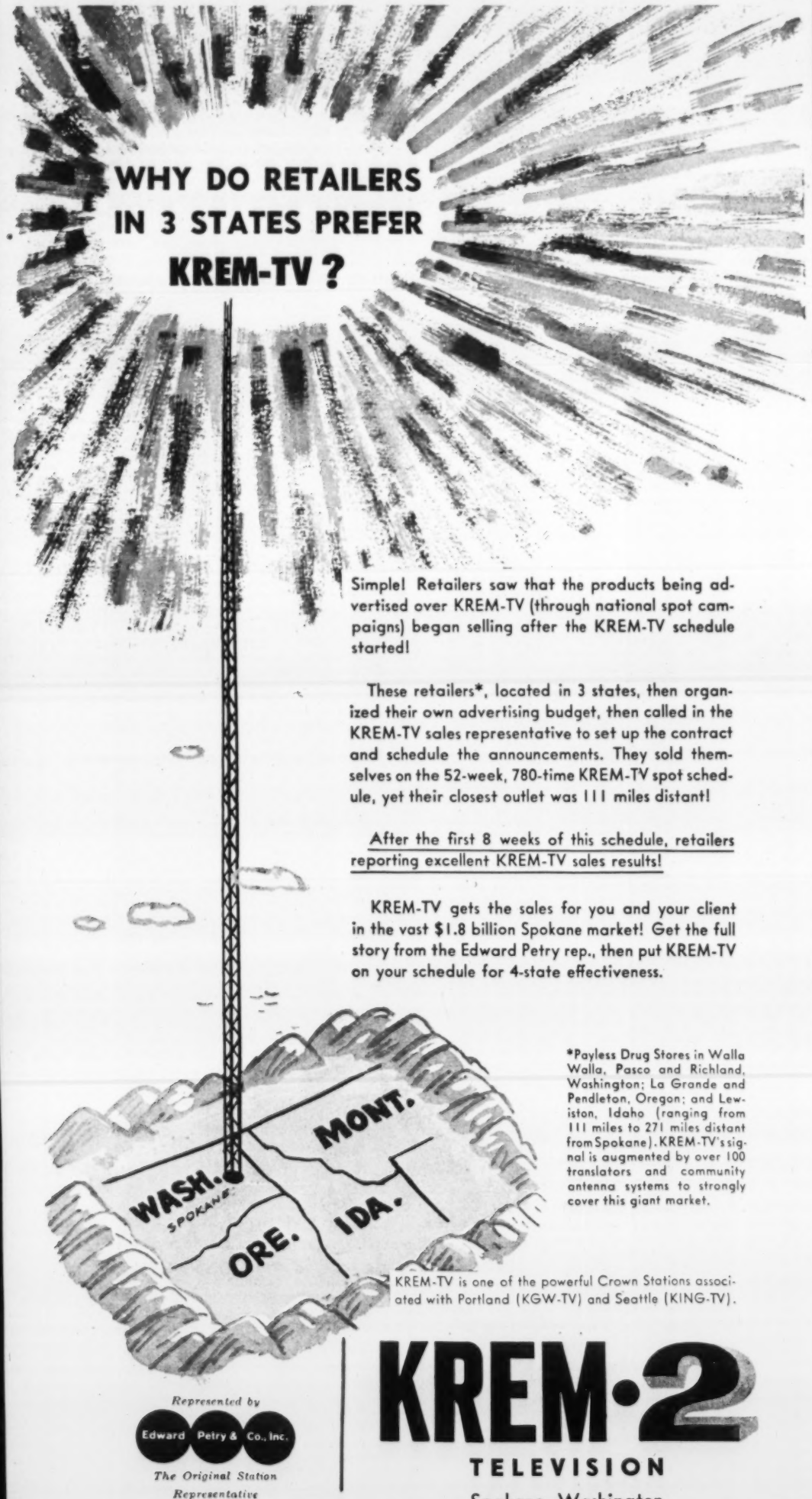
Wilkins Joins Cole & Weber

Richard M. Wilkins has joined Cole & Weber, Seattle, as an account executive. Mr. Wilkins was formerly sales promotion manager of the redwood division of Georgia Pacific Corp.

Gessner Joins Keystone

James S. Gessner has joined the New York office of Keystone Broadcasting System as an account executive. Mr. Gessner was formerly a sales representative with Branham Co.

TOP STARCHERS—*Sunbeam bread headed the list of Starch National Outdoor Ratings for the four weeks ending Jan. 6, with a copy performance index of 92. Hamm's (can and glass) was second, with 62, and Hamm's (pheasant) third, with 55. The remaining seven of the top ten, in order, were Atlantic gas (53); Pepsi-Cola (52); Coca-Cola (46); Copenhagen tobacco (46); Lucky Lager beer (44); Ballantine beer (43), and Signal gas (41).*


WHY DO RETAILERS
IN 3 STATES PREFER
KREM-TV ?
Simple! Retailers saw that the products being advertised over KREM-TV (through national spot campaigns) began selling after the KREM-TV schedule started!
These retailers*, located in 3 states, then organized their own advertising budget, then called in the KREM-TV sales representative to set up the contract and schedule the announcements. They sold themselves on the 52-week, 780-time KREM-TV spot schedule, yet their closest outlet was 111 miles distant!
After the first 8 weeks of this schedule, retailers reporting excellent KREM-TV sales results!
KREM-TV gets the sales for you and your client in the vast $1.8 billion Spokane market! Get the full story from the Edward Petry rep., then put KREM-TV on your schedule for 4-state effectiveness.
MONT.
WASH.
SPOKANE
IDA.
ORE.
*Payless Drug Stores in Walla Walla, Pasco and Richland, Washington; La Grande and Pendleton, Oregon; and Lewiston, Idaho (ranging from 111 miles to 271 miles distant from Spokane). KREM-TV's signal is augmented by over 100 translators and community antenna systems to strongly cover this giant market.
KREM-TV is one of the powerful Crown Stations associated with Portland (KGW-TV) and Seattle (KING-TV).
Represented by
Edward Petry & Co., Inc.
The Original Station Representative
KREM·2
TELEVISION
Spokane, Washington

Libbey-Owens Denies Deception in TV Ads

WASHINGTON, Feb. 9—Libbey-Owens-Ford Glass Co. last week officially told the Federal Trade Commission it denies that "false, misleading or deceptive representations or statements" have been used to advertise its safety plate glass on tv.

In a complaint issued Oct. 30, FTC charged camera trickery was used by L-O-F and General Motors to exaggerate the qualities of L-O-F safety plate glass and to disparage the safety sheet glass used by competitors.

L-O-F said its advertisements were "in all respects true and accurate statements, portrayals and demonstrations of the facts." It protested that the proceeding concerns "a purely private controversy" and that there is no public interest, or FTC jurisdiction.

■ Previously, General Motors had also filed a denial and asked that the complaint be dismissed.

Unless FTC agrees to dismiss the charges, the case now goes to hearing. #

Ziv Dubbing Shows in Brazil

Ziv Television has opened revoicing studios in Rio de Janiero to dub Ziv shows into Portuguese and Spanish. Four Ziv shows—"Sea Hunt," "Men Into Space," "Cisco Kid" and "Highway Patrol"—have been sold in Brazil and are being dubbed in Portuguese. Derek Westley, formerly an account executive at Standard Propaganda, heads the Ziv sales force in Brazil.

Kramer Named PR Head

Stanton Kramer has joined Advertising Agencies Inc., Studio City, Cal., as publicity-public relations director. Mr. Kramer was formerly director of publicity-promotion for ABC-TV western division.

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The 29th edition of "Modern Publicity," an annual of international advertising art, has been published by the Studio Ltd. in London and Studio Publications, New York. Examples and trends of advertising design from 34 countries are presented in the following categories: Posters, press advertising, direct mail, packaging, showcards, labels, trademarks, record sleeves and calendars.

QUANTITY
Photos Sell

CASKETS

They couldn't mail a sample casket, so they sent a glossy photo. If *you* can't mail your product, mail a photo.

8 x 10 GLOSSY PHOTOS 9½¢ EACH (in lots of 100)

QUANTITY Photos will sell for you, because they are QUALITY Photos.

8 x 10 GLOSSY PHOTO PRICE LIST

Number	12	25	50	100
Price ea.	20c	15c	12c	9½c

Write for complete Price Catalog
QUANTITY PHOTO CO.
119 W. Hubbard St. · Chicago 10, Ill.
Tel. — SUperior 7-8288

3 FIRSTS
4 SECONDS
(NO THIRDS)

THAT'S THE NIGHTTIME SCORE FOR ABC-TV*

	ABC	NET Y	NET Z
MONDAY	2nd	1st	3rd
TUESDAY	1st	2nd	3rd
WEDNESDAY	2nd	3rd	1st
THURSDAY	1st	3rd	2nd
FRIDAY	1st	2nd	3rd
SATURDAY	2nd	1st	3rd
SUNDAY	2nd	1st	3rd

*Source: Nielsen 24 Market TV Report—Average Audience from 8:00 to 10:30 p. m. the week ending January 24, 1960.

ABC TELEVISION

Ziv's 'Tombstone', 'Dawson' Add Multi-Market Sponsors

Ziv Television Programs, New York, tv film distributor, has sold "Tombstone Territory" to three new multi-market buyers. Brown & Williamson (Ted Bates & Co., and Keyes, Madden & Jones) bought the series for showing in nine prime markets; Studebaker (D'Arcy Advertising Co.), for eight cities in New England and Pennsylvania, and Wise Homes (Cabell Eanes Inc.), for five markets in Virginia and the Carolinas.

Brown & Williamson will sponsor another Ziv series, "This Man Dawson," in New York, Baltimore, Louisville, Pittsburgh and Los Angeles.

Wilkins Joins Cole & Weber

Richard M. Wilkins has joined Cole & Weber, Seattle, as an account executive. Mr. Wilkins was formerly sales promotion manager of the redwood division of Georgia Pacific Corp.

Gessner Joins Keystone

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ABC TELEVISION

Porter Frost Devine Richardson Bob Kintner Earl Kintner Kerr Healy Shappell Johnson

ANA MEETING—*At the special meeting of the Assn. of National Advertisers in Washington last week (AA, Feb. 8) were Art Porter, J. Walter Thompson Co.; Donald S. Frost, Bristol-Myers and ANA board chairman; Martin Devine, Compton Advertising; Al Richardson, Chesebrough-Pond's; Bob Kintner, NBC; Earl Kintner, FTC; Tom Kerr, Westinghouse Electric; Bob Healy and Carl Johnson, McCann-Erickson, and Gerry Shappell, Sealy Inc.*

Imperial Tobacco's McGill Urges Industry Board to Police Canada Ads

TORONTO, Feb. 9—The president of the Assn. of Canadian Advertisers last week suggested the establishment of "some kind of advertising mediation board" to deal with complaints in the national advertising field.

J. J. McGill, advertising manager of Imperial Tobacco Co., Montreal, told the Toronto Board of Trade Club here that while he was speaking for himself personally, he was satisfied that the idea has merit and that it is a point from which the industry can start thinking about policing itself.

"The board could be headed by a prominent member of the judiciary as chairman," Mr. McGill suggested. "In my opinion, this gentleman should be paid on a *per diem* or individual case basis. His board, operating on an honorary basis, could be composed of representatives from ACA, the Canadian Assn. of Advertising Agencies, Federation of Advertising & Sales Clubs, the major media, consumers and so forth."

■ Wide-awake competitors, he said, would readily appeal to this advertising mediation board to state their reason for challenging certain advertising claims.

If the campaign was found to be misleading, the offending advertiser would then be "requested" to withdraw it and each of the media represented would advise its associates that it did not measure up to the standards laid down by the board.

"This would not prevent a newspaper, radio station or magazine from running the advertisement," he said. "But it would be doing so with full knowledge of the situation."

Mr. McGill said such a board would act as a "firm brake" on those advertisers who, on occasions, let enthusiasm run away with sound judgment.

The board, he said, would not be authoritarian. It would recommend rather than order.

"But I can assure you," he continued, "that very few cases would be necessary before advertisers and agencies alike would be sharply aware that skirting the truth would come to the attention of the entire industry."

Mr. McGill said media cannot be expected to detect dishonest claims nor spot half truths concerning a product. He said the advertising industry is capable of policing itself and prefers to do it that way, adding, "but in the final analysis if there be areas where an element of government control seems to be desirable then I am sure we will be pleased to cooperate."

He said the industry's plans to date are in a "very formative stage." But action has been started and the project has top priority with ACA.

The Canadian Assn. of Advertising Agencies has thoroughly discussed the subject of dishonest advertising, he said, and is prepared to support any well-planned program to fight it.

■ "Our Assn. of Canadian Advertisers has studied the situation carefully for some months, and at our own expense has engaged the services of a firm of consultants to advise us as to the position of advertising in Canada today and what action might be undertaken."

ACA has 165 members who are responsible for spending about 80% of all national advertising budgets in Canada. Their spending power is about $200,000,000 a year.

■ Reception to Mr. McGill's suggestion ranged from cool to lukewarm.

Most agency men who were questioned by ADVERTISING AGE were non-committal or refused to let their names be used.

Palmer Hayhurst, president of the Canadian Assn. of Advertising Agencies, said: "The ACA and the CAAA are both working to the same ends. I can't speak for the ACA and our plans at CAAA are so nebulous that I can't say anything about them until we have decided what we are going to do."

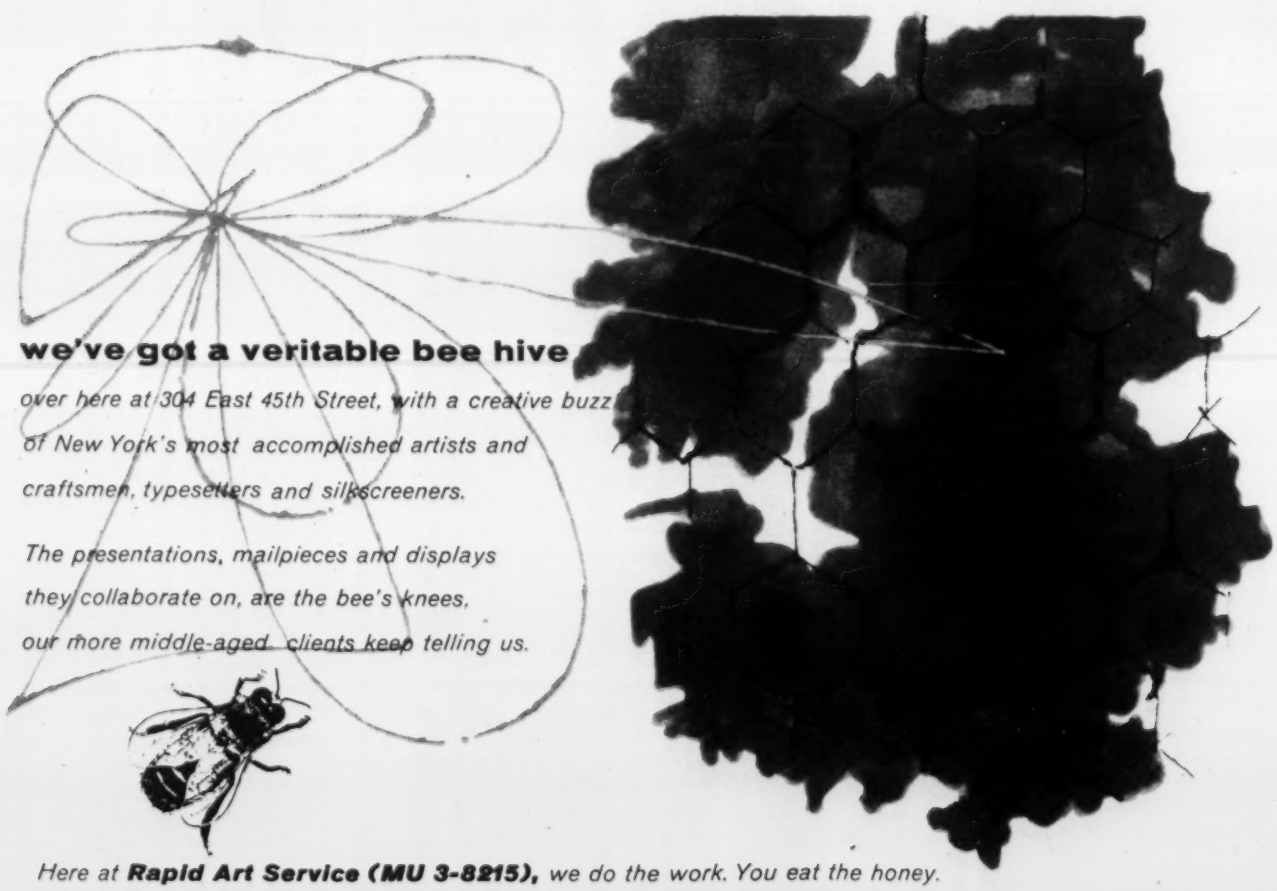
Edmund Brown, exec vp of MacLaren Advertising, said: "The proposed board might be a good thing; the mere fact that it existed might be a deterrent to those who might produce dishonest advertising."

■ The head of the Canadian operations of a large U.S. agency said: "I am very dubious about the merits of such bodies as the proposed board. Statements, or comments, like this tend to get out of hand and trigger a lot of fuss. If we're not careful about what we say, we'll end up in the same mess they are in in the U.S."

A well-known advertising executive, who also refused to let his name be used, said: "Before they get into anything like this, the ACA and the CAAA need to strengthen their own organizations. They appear to be unwieldy enough as it is. I see no point in making things more cumbersome."

■ There is already a measure of government control on advertising in Canada. Under the Food and Drug Act, copy for all proprietary medicine products has to be approved by the department of health and welfare, whether it be for print or broadcast media. And the Canadian Broadcasting Corp. requires that all food commercials be similarly screened.

While there are very few major abuses in the national advertising picture in Canada (most complaints emanate from the retail level), advertising people here feel that sooner or later some self-policing body will have to be established before the government, driven by public opinion, steps into the picture first. #


we've got a veritable bee hive
over here at 304 East 45th Street, with a creative buzz
of New York's most accomplished artists and
craftsmen, typesetters and silkscreeners.
The presentations, mailpieces and displays
they collaborate on, are the bee's knees,
our more middle-aged clients keep telling us.
Here at Rapid Art Service (MU 3-8215), we do the work. You eat the honey.
COMPLETE ART STUDIO • TYPESETTING • LETTERPRESS • SILKSCREEN • BINDERS AND BOX EASELS

Buckley, Jaeger Buy WORL; Now Own Four Radio Stations

WORL, Boston, Mass., has been purchased from Pilgrim Broadcasting Co. by Richard D. Buckley and John B. Jaeger, principals of Richard D. Buckley Associates, New York, for $300,000. The purchase is subject to the usual FCC approval.

Buckley Associates makes its headquarters in New York at 529 Fifth Ave. It also owns WHIM, Providence, R.I., WDRC, Hartford, Conn., and KGIL, Los Angeles. The latter, acquired a short time ago, is still awaiting FCC approval.

Agency Offers Newsletter

Dickerman Advertising, New Hyde Park, N.Y., has initiated a weekly electronics newsletter which is being sent free to 250 executives in the electronics industry. Titled "Electronic Business Abstracts," the weekly report is compiled from a variety of publications and carries brief reports of new products and plants, dollar volume business growth, and other general developments in the field of electronics. Copies are available by writing Richard F. Ford, Dickerman Advertising, 120 Denton Ave., New Hyde Park, N.Y.

Art Directors Name Archer

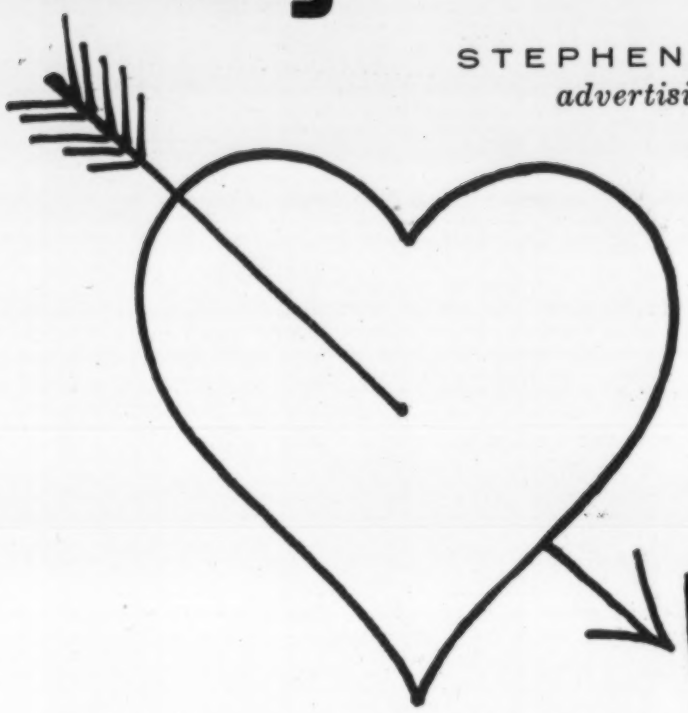
Mrs. Marie Archer, formerly assistant administrator of the art department of Fletcher Richards, Calkins & Holden, New York, has been appointed executive secretary of the Art Directors Club of New York. She succeeds Marcelle Warren, who has moved to Orlando, Fla.

Sunday

the newspaper's own magazine

over 17,000,000 ABC circulation

STEPHEN G. BOWEN
advertising director



We Love Everybody!

Thanks to our —
editors – photographers – writers
readers – salesmen —
advertisers both national and retail
and their agencies.

1959 was SUNDAY's greatest year!

Total advertising revenue over $50,000,000

(Just double what it was in 1951)

Sincerely,
Steve

P.S. Right now SUNDAY is selling like Sixty

M 108

Goodrich Boosts Mentzer

George A. Mentzer, formerly publicity and pr director of the chemical division of B. F. Goodrich Co., Cleveland, has been named trade advertising and sales promotion manager of the division. He succeeds George B. Koch, who moved to the new B. F. Goodrich corporate ad group.

How to Get Things Done Faster and Better

The BOARDMASTER Visual Control gives you Graphic Picture of your operations at a glance. You see in seconds how to save time and money.

Over 500,000 organizations are using this simple, flexible tool to get things done. Ideal for sales, inventory, production, traffic, etc. Type or write on cards, snaps in grooves. Made of metal.

Full price $49.50 with cards

FREE 24-page Illustrated BOOKLET No. BG-20 Without Obligation

Write Today for Your Copy

GRAPHIC SYSTEMS, Box 267, Yanceyville, N. C.

'Progressive Farmer' Puts Electronic Brain to Work Analyzing Elements of Farm Profits

BIRMINGHAM, ALA., Feb. 10—The *Progressive Farmer* has put an "electronic brain" to work to help solve farming problems for its southern readers.

The magazine details its $50,000 "precision farm planning" program in the February issue. The magazine editors teamed up with Doane Agricultural Service, national farm management agency, to tour the South and analyze such pertinent matters as prices, yields, soil fertility, climate, financial resources, equipment, manpower, and projected prices.

The mass of data was fed to electrical processing machines, whose calculations furnished a blueprint for farming.

Initial work was done on five farms, each in one of the areas served by *Progressive Farmer's* five regional editions—Texas, Carolinas-Virginia, Kentucky-Tennessee-West Virginia, Mississippi-Arkansas-Louisiana and Georgia-Alabama-Florida.

■ The information obtained by the study is designed to show the farmer how he can earn a maximum profit with the resources available. For example, the calculations indicated that hog raising, usually considered an enterprise of the corn belt, can also be profitable for many southern farmers. #

Donnelley Issues New Book

Reuben H. Donnelley Corp., Chicago, has published the fifth annual edition of "West Suburban Street Address Directory," listing more than 226,000 families and businesses in the western suburbs of Chicago. The book lists names and telephone numbers in order of street addresses.

BIGGEST—*L. Greif & Bro., Baltimore, will run its largest consumer magazine campaign in the March Gentleman's Quarterly and April issues of Holiday, The New Yorker, the New York Times Fashion Review edition and Time. Gilbert Sandler Advertising Agency, Baltimore, handles the account.*

what makes this city a great test market

Manufacturers and agency executives who plan and supervise test programs stress these four points:

• The market should be isolated • Population makeup should be typical • Distribution facilities should be adequate • A single advertising medium should cover the area

Grand Rapids Measures Up!

● ISOLATED MARKET: Grand Rapids is 146 miles from Detroit, 169 miles from Chicago, 164 miles from Toledo. No city over 200,000 population is nearer.

● TYPICAL POPULATION: 348,000 (metropolitan area)—92.5% native born, 7.5% foreign born.

● MARKETING FACILITIES: Grand Rapids is the wholesale and retail distribution center for the entire 23-county West Michigan area.

● ONE-MEDIUM COVERAGE: The Grand Rapids Press offers coverage in 9 out of 10 homes in city zone. Daily net paid circulation now over 124,000.

It's no wonder that SALES MANAGEMENT MAGAZINE reports Grand Rapids as one of the four most frequently used test markets in the nation! (SM 11-10-58)

SPLIT RUN COPY ACCEPTED • ROP COLOR

THE GRAND RAPIDS PRESS

EVENING • SUNDAY

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

A Booth Michigan Newspaper

Candy, Soft Drink Ads Hit $170,000,000

NEW YORK, Feb. 10—A total of $170,000,000 in consumer advertising is being invested by soft drink bottlers and candy manufacturers this year, the largest appropriations on record in any one year.

Soft drink bottlers are investing $110,000,000, candy manufacturers $60,000,000. These are the highlights of the annual surveys dealing with these two industries' promotional activities compiled by Don Gussow Publications, publisher of *Bottling Industry, Candy Industry & Confectioners Journal*, and *Food & Drug Packaging*.

Bottlers spent $94,000,000 last year on advertising and candy manufacturers invested less than $50,000,000.

■ Wm. Wrigley Jr. Co. tops the candy and chewing gum field, with a budget of $9,000,000. Mars, with a budget of $3,000,000, is the largest advertiser among companies marketing candy exclusively.

Virtually every parent bottling company surveyed indicated a hike in its projected ad budget. Coca-Cola, Pepsi-Cola and 7-Up are the three top soft drink advertisers, and all three will have substantially larger budgets in 1960 than last year. #

'Great Idea' Reprints Shown

Single-page reprints from the "Great Ideas of Western Man" series by Container Corp. of America are being shown in the galleries of N. W. Ayer & Son in Philadelphia. The display ends Feb. 29.

A to Z Enterprises Formed

John A. Aaron and Jesse Zousmer, creators and former producers of CBS-TV's "Person to Person," have formed their own tv production company, A to Z Enterprises, with offices at 21 E. 52nd St., New York.

Murray Joins McCullough

Robert G. Murray has joined McCullough-Lamkin-Rancic, Chicago, as creative consultant on all accounts in the agency. He has been working as a free lance creative consultant for the past two years.

Holmes Adds Flintkote Duties

Don L. Holmes, ad manager for Flintkote industrial products, New York, has been given the additional responsibility of managing the company's newly-formed product information bureau.

NOW! THE FIRST

APX BAR CHART

(AND THREE WAYS TO READ IT)

Advertisers said: "Don't tell me how many people read your magazine . . . tell me how many times they see my ad page." We consulted with Alfred Politz and the Advertising Research Foundation and, in 1958, came up with an accurate measure—Ad Page Exposure. You welcomed it as a major breakthrough, but wanted to know: "How does the Post compare with the other magazines in its field on Ad Page Exposure?" Well, the new 32,000-interview Politz study is done, and now we can tell you:

1. One measure of the value of a magazine is how it stacks up *in the combination of reach, frequency and response.* That's the Post on the left. The unique editorial package of the Post makes it Post *number one in* REACH: *Post — 30,861,000 reader exposures to your ad page, Look — 30,702,000, Life — 30,110,000.*

2. In FREQUENCY the Post is head and shoulders above the others. A Post ad page gets 17% more exposure to the *individual* reader than a Look ad page . . . 37% more than a Life ad page. The Post is the Hi-Frequency magazine!

3. Again, in RESPONSE, the Post tops the others. Proof of response to the editorial and advertising appeal of a magazine is shown by repeat exposure. Your Post ad page gets 4 million more repeat exposures among larger families (3, 4, 5 or more persons) than a Life or Look ad page . . . 2 million more repeat exposures in $4,000-and-over households. (And $4,000 is where buying power begins.) There are no sales prospects like prospects with the need *and* the money to buy!

Any way you chart it, the Post is

your number-one buy...for reach, frequency and response

A CURTIS MAGAZINE

The Saturday Evening POST

THE INFLUENTIALS' MAGAZINE

SALES STRENGTH? ADD THE "PULL" OF WESTERN UNION TELEGRAM-PLUS SERVICE!

Your product sample, booklet . . . whatever you want to promote . . . is delivered to everyone on your list together with an interest-compelling telegram. That's the double impact of Western Union Telegram-Plus Service. All you have to do is supply the message, list and material.

Wire us collect for complete details. Address: Western Union, Special Service Division, Department 3-A, New York, New York.

WESTERN UNION

SPECIAL SERVICES

Feature Section

Advertising Age

Diamond Discusses Plagiarism

M.D. Says TV Escapism OK

Wacky Ads Hurt Us, Says Andy

How Ad Agencies Originate Ideas

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Things Are Different Over There . . .

U.S. Agency Head Goes on German Trade Mission, Finds Advertising '30 Years Behind'

Agency head C. L. Rumrill was one of six business men making up the 1959 U. S. Trade Mission to Germany, sent overseas by the Department of Commerce as part of a U. S. program to help other countries to help themselves. Despite impressive recent advances, Mr. Rumrill observed that manufacturers there have "a much different attitude" toward advertising than we do—an attitude supported by sharply restrictive laws. Reproduced here is Mr. Rumrill's report to the Department of Commerce, including his observations on helping Germans enter the U. S. market, and why he feels that exporting U. S. selling know-how is in the ultimate self-interest of U. S. manufacturers.

By C. L. Rumrill
President, The Rumrill Co.
Rochester, N. Y.

By American standards, advertising in Germany lags by as much as 30 years.

This does not necessarily mean that the Germans are ineffective in their approach to this phase of selling. But it does mean that if they wish to sell in American markets, they must re-evaluate their sales tactics in light of the customs that prevail in the American market, in order that their efforts may produce a suitable return on their investment. It also means that if the Germans can be persuaded to change their basic concepts about advertising, our manufacturers can make more effective use of our tools of impersonal selling.

■ This change in concept must come about in the face of the fact that in Germany advertising is called "propaganda" and it does not have much prestige as a profession.

As an indication of its status, we need look no further than the laws that govern it. These laws are vastly more restrictive than those in our country and in fact more severe than in many other countries. At the heart of this is probably a much narrower interpretation of what constitutes good business ethics and more particularly "fair competition." Very broadly speaking, the legal principles are these:

1. Advertising claims must be true (and of course we can't quarrel with that).

2. They must not refer to competitors, either directly or indirectly, in a way that might interfere with the latter's competitive chances. (That's a dandy.)

3. Promotional measures must be justifiable from a viewpoint of economic soundness, and must not interfere with competitors' legitimate business interests. (Now how would you define that?)

4. Competitors' advertising efforts must not be imitated in a misleading way, whether purposely or negligently. (What is misleading and what is negligently?)

■ Additional restrictions that cover food, drugs and professional groups as well as limiting or banning such important promotion tools as special rates, discounts, premiums, free samples, complimentary gifts, prize contests as well as encouraging price maintenance still further restrict the use of American techniques and methods.

I was given to understand that in cases that involve these laws, the burden of proof lies on the accused, not the accuser. This is indeed a startling approach.

I was puzzled as to whether these laws are designed to protect the consumer or the manufacturer and I think that we must conclude they spring from the cartel approach which protects the position of the manufacturer—regardless of the interest of the consumer. What will happen when these laws encounter the more wide open competition of the common market remains to be seen.

■ To try to change the pattern of thought behind the business practices of another country is a very large order, indeed. So, our first step must be to understand the basic approach of a country before we can help them to understand the problems that face them in selling to our country. However, to a trade mission member, it posed a formidable assignment in the limited time allotted in each community.

About the only course open was to make flat statements about the importance—in fact, the absolute necessity—of advertising if an article is to attain an important role in the American market.

Tip to Foreigners: U. S. Pre-Selling, Packaging, Self-Service Are Vital

Such statements, to be effective, had to be buttressed by facts that were not open to argument. For example, we suggested that the great size of our country made personal salesmanship very expensive and advertising a most economical way of reaching the far-flung millions that constitute the American market. By pointing out the tremendous trend toward self-service and toward self-selection—and the need for pre-selling—we presented them with facts that we hoped helped them to understand that our marketing problems differed greatly from theirs.

By tracing the decline of personal salesmanship in today's era of the impersonal sale, and the consequent necessity of packages that told the whole story of the product's advantages, we tried to indicate that basic changes were necessary in many cases to make their products acceptable to American buying customs.

■ We pointed out repeatedly the great intensity of competition and the fact that business had to sell the customers the way they wanted to be sold and not the way the manufacturer wanted to sell them. This basic fact must be proved thoroughly and repeatedly to a manufacturing economy where the manufacturer calls the shots, and is probably the single greatest difference in sales thinking between the two countries.

Misconception Abroad: U. S. Advertising Too Costly to Try

In many cities I found the thought that the manufacturers could not possibly advertise to the U. S. market because of the huge expense involved. I tried to break this thought down by pointing out that consumer products were usually introduced market by market and that the cost of reaching a specific market such as, for example, the city of Boston, was not large and could be kept in balance with prospective and actual sales. I also pointed out the similar situation in industrial goods where industrial publications provide complete coverage at minimum costs.

There seem to be misconceptions about the real role of advertising in the sale of goods in America. I gathered the feeling among some of the manufacturers that all they had to do was to find an importer, run an expensive ad in some American publication and that success was assured —even though they could not afford it. Or the alternative was to make as low a price as possible to the importer and let him take care of everything.

■ Wherever possible I urged that each manufacturer build an advertising allowance into his cost of product just as he included labor, raw materials, etc.

Thus when he came to the American market, he would be in a position to estimate accurately the money available for promotion. However, such funds must be used with caution and only at the right time because at this point he is in the same situation as an American firm with a new product to launch.

C. L. Rumrill

Following this parallel further we suggested that the company study the distribution plans of his American competitors and be guided accordingly. It was pointed out that very few American firms would try to sell by entrusting their sales to a single person or company located in New York and that foreign firms should not rely on a single importer in New York if they wanted to do a serious amount of business in the States.

How to Approach U. S. Market

We suggested that a company should take the American market seriously or not at all and that they should:

1. Create a marketing plan based on competition and trade practices. The trade press, trade associations, the Department of Commerce and our consulates are valuable sources of such information.

2. Test the plan on a small scale to make sure that the product is right and that there is truly a market for it.

3. Once the plan and the product are proved sound, devote enough time and energy and spend enough promotion money to open up the market as American manufacturers do—city by city or section by section—but with nationwide distribution as the objective.

The alternative to this is to find an importer who will handle goods on a conventional basis. The success of the operation then depends on the energy of the importer, his contacts and how good a salesman he is. We urged the German manufacturers to think beyond this as a solution to their sales problem in America. Pointing out the size of the American market, we suggested that for many products agents are necessary in many cities, if proper coverage is to be obtained.

■ In general, we urged the manufacturers to retain control of their own advertising rather than turn it over to importers who would be more inclined to use it to promote their own ends rather than those of the manufacturer.

As an example, one automobile company which is making fair progress in this country told me that they were de-

livering their cars to this country at the lowest possible price with the understanding that the importer and the dealers would do the necessary advertising. As a result, the advertising has been done on a local basis and features the dealer first and the car second. Therefore, while 10,000 cars will be sold this year, the public has no basic image of the car and their distribution is at the mercy of dealers—who, having built up their name and reputation, could easily dump this particular line and take on another.

I recommended they change their price structure to the dealer to include an advertising allowance per car and that they spend this through an advertising agency in national magazines to build national acceptance for their product.

In order to [persuade German manufacturers] that they could benefit through a change in their own laws, I suggested the parallel between the great buying power of the common market and our own economy. In doing this I suggested that they could well use our techniques in the competitive battle that lies ahead. There seemed to be some response to this use of our techniques. If this can be carried further through articles in the German press, it may well change their restrictions to the benefit of our exporter.

Sharpen Foreign Knowledge of Advertising—It Helps Us

I am afraid that I was able to put only a very small scratch on the surface of the very large problem of advertising, research and packaging German products for sale in the U. S.

Much work needs to be done to get the picture across clearly to the German exporter. This should involve articles on the subject to be published wherever possible in the German press, as well as preparation of pamphlets, booklets, etc. on the subject to be distributed by our consulates and the Department of Commerce. I personally have promised to prepare an article for use in the German Handelskammer publication.

■ Ideally, I would visualize a complete kit for each consulate, consisting of industry directories, marketing maps, an industrial marketing yearbook, the booklets and articles mentioned above—as well as very comprehensive lists of U. S. importers and exporters, market research organizations and packaging specialists. This should include booklets on how to design packages for the U. S. market. Much of this material is already in existence at the consulates but with the addition of more maps, directories and booklets on specialized subjects such as marketing, packaging and research its effectiveness could be still further improved.

In conclusion, you may well ask what good does it do us to expose the Germans to our selling techniques. Actually the faster we can clear up the barriers they have raised to our exporters through laws that restrict our selling efforts, the faster our people can use our selling techniques to the advantage of our goods. We are world leaders in advertising and promotion techniques and methods. Even if we made an all-out effort to teach the rest of the world our skills, it would be many a long year before they could even hope to use them as effectively as we do. We feel that the real problem is to remove these barriers to sales and that it is as important to gain acceptance for our advertising techniques as it is for us to break down tariff barriers. #

The Creative Man's Corner . . .

O, So's Guiness!

The United States Brewers Foundation's new campaign has been cited, as has been widely printed, for claiming that beer is "good for you."

If we were the United States Brewers Foundation we think we would have cited the advertising the moment it was submitted for its complete lack of reality.

Why must advertising like this always be so ebulliently cheerful? Why must it use language that no normal person uses?

> A strike! You did it—your side wins the game. Now, "Champ," relax—reach for a rewarding glass of beer. More than a thirst-quencher, beer is the bright, light beverage just bubbling with life. A glass of beer adds so much fun to so many occasions. And it really picks you up, too!

This is advertising talk. Expected. Heard before, all too many times. Written by someone who really doesn't believe what he's putting down. Someone who brings to his task of communicating the jaded, don't care, word-selection of the all-too-professional communicator who realizes he is writing for money and that to earn that money he need communicate to only one party: the client.

And the photographer (or illustrator) is just as guilty. He sees his job as pleasing the client—not in conveying reality. These bowlers are just too hysterical to be believable. It is undoubtedly the client and his insatiable delight in having his back scratched that results in so much ridiculous advertising. #

What's Doing on the Legal Front . . .

Playhouse 90 Script Cleared of Plagiarism Charge

By Sidney A. Diamond
Member of the New York Bar

Over the years, judges in copyright infringement cases have had occasion to note that authors frequently suffer from the "obsessive conviction" that plagiarism must be the explanation for all similarities between their works and others that are published later. Perhaps this is a natural outgrowth of artistic temperament combined with pride. But the law wisely requires more than suspicion plus a list of similarities to prove a charge of plagiarism; copyright infringement actually is a much less frequent occurrence than some authors seem to think. A recent decision by Judge Yankwich of the U. S. district court in Los Angeles is both a good example of the problem and a good review of the applicable legal principles.

Sidney A. Diamond

■ The case was brought by Ray Bradbury, a well-known science fiction writer, who claimed that the Playhouse 90 script, "A Sound of Different Drummers," was lifted from his *Galaxy* magazine story, "The Fireman," and the book, "Fahrenheit 451," into which he later expanded it. Bradbury sued Robert Alan Aurthur, who wrote the television play; Martin Manulis, producer of the program; and the Columbia Broadcasting System, whose network carried the show. Both Mr. Bradbury and Mr. Aurthur dealt with a totalitarian state of the future in which the burning of books was an important method of thought control. The expert witnesses found a number of similarities in detail, and also a number of differences.

Bradbury's central figure is "The Fireman" of his magazine story title, one of many individuals engaged in the actual job of burning books in his mythical society of the future. Mr. Aurthur's central figure is a high government official, only indirectly concerned with the mechanics of the book-burning operation. There are "underground" readers in both stories, and a girl is the initial point of contact in each instance. But Mr. Bradbury's girl is an incidental character who disappears from the plot early, while Aurthur's girl is the principal love interest in his play. A telling phrase, "the compact majority," appears in both works, but it was traced to a line in the standard English translation of one of Ibsen's plays—equally available to both Mr. Bradbury and Mr. Aurthur.

■ The judge summed up the basic similarities and differences in these words: "Aurthur condemns totalitarianism in all its phases, with book destruction as an incident. In Bradbury, book burning is the entire story, with emphasis on mechanical devices, such as the 'mechanical hound,' the ear-radio, stomach-pumping machines, and the like." This difference in literary emphasis of course is not enough to dispose of a plagiarism case. Here is a summary of the legal principles discussed in the judge's opinion.

In the first place, it is common to find the defendants arguing that the work they are supposed to have stolen from was cribbed from some still older source. If that can be established, the infringement claim must be dismissed because the complaining party's own work was not original and therefore not entitled to copyright protection. But in this actual case, the defendants conceded that Mr. Bradbury's stories were sufficiently original and no issue was raised about the validity of his copyrights.

The next question in logical order is whether Aurthur ever had the opportunity to copy Mr. Bradbury's work. This is crucial in every copyright infringement case, because without access to the complaining party's work, the defendant obviously could not have made any use of it. And there can be no plagiarism without copying; similarities or even duplications that occur purely by coincidence do not infringe anyone's copyrights.

■ Mr. Aurthur denied that he had read Mr. Bradbury's short story or book. It turned out that CBS once had an option to buy the story for television, and even that the writer assigned to it had discussed some technical production problems with Mr. Aurthur, but there was no evidence that Mr. Aurthur ever had been told the details of Mr. Bradbury's work.

The judge painstakingly went on with his review of the case, however, because it was theoretically possible that Mr. Aurthur had committed unconscious plagiarism. His conscious mind might have forgotten completely that he had read the story, but it might have remained in his subconscious. Under this rather eerie rule of law, a writer can be held responsible for infringement even though he did not realize he was copying somebody else's work. The only

It's art...
but is it advertising?

Art that looks tremendous in the gallery, excites the critics, and commands a price that makes newspaper headlines can lie flat in an ad without saying a word to the customers.

For advertising art is art in overalls. It has a job to do. The first job is to get the customer's attention and help to set up the right emotional climate in which a sale can be made.

No matter who did it, or how much he charged, the most effective advertising art helps supply the answers to these questions:

What is the ad selling?
Why should a person want it?

Because even the prospect who is long on art appreciation is likely to be short on time, the picture's first responsibility is to speak fast, clearly, and convincingly. And, of course, it must work in perfect harmony with the copy.

Art directors who understand this are advertising men. We count ourselves lucky to have so many of them.

We work for the following companies: Allstate Insurance Companies • American Mineral Spirits Co. • Atchison, Topeka & Santa Fe Railway Co. • Brown Shoe Company • Campbell Soup Company • Chrysler Corporation • Commonwealth Edison Company and Public Service Company • The Cracker Jack Co. • The Electric Association (Chicago) • Green Giant Company • Harris Trust and Savings Bank • The Hoover Company • Kellogg Company • The Kendall Company • The Maytag Company • Motorola Consumer Products Inc. • Philip Morris Inc. • Chas. Pfizer & Co., Inc. • The Pillsbury Company • The Procter & Gamble Company • The Pure Oil Company • The Pure Fuel Oil Company • Star-Kist Foods, Inc. • Sugar Information, Inc. • Swift & Company • Tea Council of the U. S. A., Inc.

LEO BURNETT CO., INC.

CHICAGO, Prudential Plaza • NEW YORK • DETROIT • HOLLYWOOD • TORONTO • MONTREAL

feasible way to attack that problem is to examine the two works in detail, because the resemblances may be so striking that they will serve as circumstantial evidence that copying must have taken place.

■ We start this comparison with the similarity of the underlying theme of both works. But basic ideas cannot be monopolized by copyright. There are only a few fundamental dramatic situations, anyway, so that it is self-defeating to refine a theme to its bare essentials; at that point, it is not original and therefore not copyrightable. Judge Yankwich mentioned in his opinion half a dozen works antedating Mr. Bradbury that might be said to have the same basic theme, including George Orwell's "Nineteen Eighty-Four" and Aldous Huxley's "Brave New World." Similarly, ordinary incidents and historical facts are the common property of everyone, although the history of literature shows clearly how a creative writer can build an original work even from readily available materials such as these.

■ It is the author's method of developing an idea that puts copyrightable flesh on the bare skeleton of the theme. The decisive question to which the judge must address himself is whether the average viewer would see similarity, not in the basic idea, but in the incidents, the sequence of events, the development and interplay of the characters and the final resolution of the story. In other words, the law of copyright does not protect the underlying pattern of a literary work, but only the way in which it is worked out and expressed. Even if Mr. Aurthur deliberately had lifted much of the general material for his script from Mr. Bradbury, there still would have been no copyright infringement so long as Mr. Aurthur did not copy specific incidents, characters, lines of dialogue or details of plot.

In addition, almost every theme inevitably suggests certain stock situations or mechanical details. In a story of the future, for example, it would be natural to find some very advanced form of television in operation. The fact that both Mr. Aurthur and Mr. Bradbury use this device therefore is not a suspicious circumstance. This and other similarities are inherent in the basic situation, and no infringement claim can rest upon that kind of resemblance between two stories.

■ How is similarity or lack of it to be determined? The legal rule is that there is no infringement if dissection, as distinguished from observation, is required to find any resemblance. An expert with plenty of time to comb through both works may be able to put together a long list of detailed similarities. But technical analysis is not the proper approach. Infringement must be tested by the standards of an ordinary spectator, who would react to what one judge called "the complex of his impressions."

Finally, what about dissimilarities? They can be as important as resemblances in reaching a conclusion about whether or not plagiarism occurred. It is true that a single sequence may be so vital that copying it will amount to infringement. But in this case Judge Yankwich found the points of essential difference so far outnumbered the points of similarity that he was satisfied there had been no plagiarism.

The decision is subject to appeal, and conceivably a higher court will take a different view of the matter. Regardless of the final result on the facts of this particular case, however, the basic rules of law are well established.

■ This discussion certainly is not intended to encourage the stealing of literary ideas, which may be morally wrong even when it is not legally actionable. The common misunderstanding that the Mr. Bradbury case helps to correct is the position of the complaining party in the typical copyright infringement situation. Judge Learned Hand, who probably has ruled on more copyright cases than any other jurist, wrote in one of his opinions about "the conviction of which authors and composers cannot be disabused," that "the finest gossamers of similarity" can be made to serve as the basis for a claim of plagiarism.

Judge Hand also said, "In copyright we have become accustomed to actions without shadow of merit. The prizes are large; the security of the foundation often seems to be in inverse proportion." The ardent love of an author for his brainchild may lead him to see such resemblances in others that he is convinced they are illegitimate progeny of his own work, when in fact they are the lawful mental offspring of somebody else. #

On the Merchandising Front . . .

Next Step—Retail Diversification in Reaching Out to Shoppers

By E. B. Weiss

Everybody in merchandising is well aware that our large retailers are now taking in each others' wash. Their inventories, in other words, are becoming remarkably similar; they are all becoming department stores of a new type and with only small points of difference either from one another or from the new branch units of the traditional department store.

E. B. Weiss

But what is not so self-evident is that our large retailers are also diversifying in their techniques for reaching out to the shopper. Thus, W. T. Grant recently announced a year-round plan for catalog selling—and other variety chains are proceeding in the same direction. This is, of course, a new technique for reaching out to the shopper, in time and space, by the variety chain.

Almost simultaneouly Sears announced the first of its Telethrift Shops. This is a combination of telephone-mail shopping and it involves a refinement of its procedure for reaching out to the shopper by telephone, in which area Sears probably leads all large retailers.

■ As a matter of fact, Sears, which so often has led the retail procession, has for some time been far ahead of competition in reaching out to the shopper by every available means in time and space. Thus, Sears gets to the shopper not only through its retail stores and its catalogs, but also by newspaper mail order, by telephone, and by in-home selling in such classifications as home furnishings.

There is some reason to suspect that a fascinating shift may be just barely discernible in the shopping habits of our people that will lead *away* from the traditional retail store. If this trend develops and, over a considerable period of time I think it will assume importance, it will mean that large retailers will be selling more and more of their total volume away from the store floor rather than *on* the store floor! This would be accomplished through catalog selling, through telephone selling, through in-home selling—with all three of these fundamental techniques given new forms to make them more efficient.

■ Basically, modern retailing has planned in terms of bringing the shopper to the store (the original mail order houses were, of course, one of the early steps in the opposite direction and, in days of yore, the Yankee peddler brought the store to the home). Now the retail wave of the future may involve bringing the store to the shopper—with the "store" taking more the form of a warehouse than of a retail emporium. In time, this trend may be accelerated by a new technique of shopping through the home tv receiver.

However, while I have been predicting for some years that giant retailers will ultimately utilize every feasible means of reaching out to the shopper—and while this trend is now plainly evident—I doubt that merchandisers need contemplate an era in which the retail store, as such, will disappear. There will always be a retail store, and it will always account for the lion's share of total retail volume. I go only so far as to predict that our giant retailers will be doing a *growing percentage* of their total volume away from their store floors.

One reason the retail store will continue to dominate the retail scene is that nothing—but nothing—keeps the masses of our people home. In my time the phonograph, then the radio, then tv were each in turn to keep people home. Nothing of the sort happened. And while shopping has lost a large degree of its original appeal as a form of entertainment and has become more of a chore, it still offers the basic lure of taking women in particular out of the home. Never underestimate the power of this lure—or the power of women to take their men folks out of the home.

■ There are, of course, many other and much more solid reasons why the retail store will be the major outlet for merchandise for the long-term future. But this should not be permitted to hide the strong probability that telephone, catalog and in-home retailing are destined, over the *near-term* future, for substantial growth by our giant retailers. This will present marketing men new problems and new opportunities, of which the "commercial" for the operators at the retail telephone order board and budgets for catalog advertising are just two. #

Tips for the Production Man . . .

Inserts in Odd-Size Books

By Kenneth B. Butler

Despite the movement of many publications toward standardized trim sizes, there is now and undoubtedly always will be some diversity in page mechanical specifications. As long as individualism exists, this is probably healthy.

Advertisers seem to be learning how to cope with these varying page sizes, particularly perplexing in preparing furnished inserts, a practice which is growing, most noticeably.

■ If the schedule of publications includes books with variations in trim of a half-inch or so in either or both dimensions, this is solved very easily by designing the art and type of the insert for the smaller trim size on the schedule, then extending the bleed art so that it will take care of the larger. The inserts are printed large size and later trimmed down for publications of smaller dimensions.

Advertisers don't seem bashful about presenting their messages in inserts smaller than the trim size of a book. In fact, it seems to me that such an insert draws a little extra attention. The advertiser then finds his message islanded in a sea of editorial with the reader-holding text on two sides and in some cases on three sides.

■ This leaves the problem of advertisers who prepare inserts for standard size books, and a "what-to-do" problem with the occasional pocket-size publication which they want to include in their schedules to avoid the unjustifiable expense of preparing and printing a special insert.

A look at the January, 1960, issue of *Productionwise* shows how two advertisers handled this most expeditiously with folding tricks. They did it with their own built-in flaps and gate-folds.

Flower Electrotypes featured their DuPont "Dycril" photopolymer plates, using a normal 7x10" ad plate. For appearance in *Productionwise* which has a 5½x7¾" trim, the message was printed on a sheet 8x11¼", bound-in with the message at right angles to the publication proper, and given two folds to bring it down to a bit under the side trim. Attention-getting, simple.

■ The other ingenious solution was accomplished by Martin Cantine papers, who advertised its Esopustints paper. The insert was printed in multiple-color on canary stock approximately 9x12". Two simple folds at right angles to each other brought this down to a peek-a-boo insert, 5¼x7½", just smaller enough than the trim size to prevent its side and bottom folds from being ignominiously guillotined in the final trimming of the book.

In both cases the act of unfolding by the reader sets up a bit of audience-participation, and this, whether it be a voluntary or involuntary act, is what helps to get ad messages seen and read.

Thus it is possible to turn a seeming disadvantage into a plus advantage. #

What They Were Saying 25 Years Ago . . .

Francis S. Murphy, business manager of the Hartford Times, commenting on current criticism of advertising in a letter to the Advertising Federation of America (AA, Jan. 5, 1935):

"Much national advertising in this day and age is ridiculed and not believed. I think the copy of a leading cigaret manufacturer a few years back brought this out very definitely, and while that advertising was afterwards toned down, it did a great deal of harm to advertising in general."

E. R. Richter, advertising manager of Marshall Field Store for Men, addressing the Chicago Dotted Line Club (AA, Jan. 12, 1935):

"The salesman who is fighting for business is using improved appearance as a weapon. In the face of depression conditions, I am certain that business men are dressing better now than they did five years ago."

Integrity and Electronic Advertising

Specialized business papers, more than any other media, have taken steps to insure that your advertising appears in reputable company. You *know* what you are buying when you place space in this kind of magazine.

The ABC or BPA member seal means that circulation is audited under rules set down by a non-profit, tri-partite organization consisting of advertiser, agency, and publisher.

In the specialized business publications you select, look for a policy of accuracy from the publishers. Look for collateral editorial services offering information on the usually suppressed topics of price and availability.

These and other services to protect the integrity of your advertising have always been considered a basic part of ELECTRONIC DESIGN'S publishing philosophy.

... more than a magazine

a selling FORCE

BPA

From an Art Director's Viewpoint . . .

We Can Head 'em Off at the Pass . . .

By Andy Armstrong

Looking like a budget retake of a J. Arthur Rank spectacular, the Honest Coffee Lovers invite you to get into their picture and march off with them to the holy war. You should feel greatly flattered, for they have spared no expense on their sumptuous production. A quick count reveals at least fourteen bit players, one embarrassed horse, one motor scooter, one banner, two guidons, six lances, one crossbow, one halberd, and one mailman's uniform.

Andy Armstrong

And one devastating syllogism, as follows:

All Honest Coffee Drinkers are clowns.

You are invited to become an Honest Coffee Drinker.

You are invited to make an ass of yourself.

The logicians among us will protest, arguing that the League of Honest Coffee Lovers is so patently waggish a concept that readers will leap into the fun without stopping to question the foolish going-on in the photograph. The logicians will further protest that while the above syllogism may be structurally sound, it is irrelevant to the philosophy of this particular advertising and so is not worth serious consideration.

Okay. Fine. But many readers can set up other, more destructive syllogisms than this one, without, as the phrase goes, hardly trying. They do it every day. For instance:

Some advertising is ridiculous.

Some advertising people create ridiculous advertising.

All advertising people are clowns.

This second syllogism, as almost anyone can see at once, is not valid. It leans on the Fallacy of the Illicit Process. The rule for that, coarsely stated, is that if you say "some" in the premise, you cannot say "all" in the conclusion.

But here's another train of reasoning widely popular among our consumer audience:

Some advertising is ridiculous.

Most ridiculous advertising is dishonest.

All advertising is dishonest.

Which violates *two* rules. It not only contains the Fallacy of the Illicit Process, but adds the Fallacy of the Undistributed Middle, which is controlled by the rule that you must talk about *all* ridiculous advertising in at least one of the first two statements.

Lint-picking as all this may sound, the unhappy fact remains that many magazine readers do not recognize these rules of logic, or if they do know them, forget to use them when they come to your advertising. For them, inevitably, this League of Honest Coffee Lovers will take on the character of a local chapter of a National Association for the Promulgation of Dishonest Advertising. If consumers are tempted to form the hasty opinion, because of the quiz show scandals and the FCC inquiries, that advertisers in general are sleazy quacks, they can carelessly chalk up the LHCL buffoonery as one more bit of evidence to support their unreasoned suspicions.

So let's eschew the burlesque and the daffy-down-dilly approach, at least until the public comes right side up again, and maybe forever. If we can keep our readers busy with the validly argued, ungimmicked truth, they will not feel compelled to construct faulty syllogisms of their own. #

Employe Communications . . .

Booklet on Voting Records Provides Guide for Voters in November

By Robert Newcomb and Marg Sammons

(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

Some time before the elections in November, followers of the labor press will probably have no trouble in locating two double spreads in the labor newspapers. If the pattern holds up, one of these spreads will catalog the voting records of the members of the Senate and the other will present the batting averages of members of the House. The idea, of course, is to make it easy for readers of these publications to decide on their candidates. The process of decision will be simplified by the editors, because they in the past have listed various issues on which the legislators voted, with a clear indication as to whether the officeholder voted RIGHT or WRONG.

It will not be necessary to call in Perry Mason to discover which members are pro-labor and which, in the union view, are anti-labor.

In the last go-around at the ballot box, the hesitant members of American management had no such directory of legislative conduct to pass out to the employe group. Things look a little more hopeful for 1960, since certain managements are at least coming into the open with moderate political talk.

One of the more practical tools for voter guidance has recently been published by Civic Affairs Associates, a group headquartered at 2612 P St. N. W., Washington, D. C. This is a publication called the "Free Citizens Voting Record" and is a report of the voting of Senate and House members in the first session of the 86th Congress, based upon "six principles of economic and political freedom." These principles are defined as the free market; economy in government; limited government; economic growth with stability; equality under the law and elimination of physical coercion, and national security.

The publishers are candid in saying that, so far as the use of the pamphlet as an employe communications tool is concerned, it has certain limitations, but they feel that it can be "very effective in terms of developing opinion on behalf of what might be called a better national political climate for business." We think so too, and believe that companies would do well to consider using the pamphlet for distribution, chiefly within the managerial framework.

■ The voting records make news. A close observer will note that certain officeholders considered to be economy-minded and friends of business are actually voting in such a way that it becomes obvious that their interest in the welfare of business is probably limited to doing favors for business constituents. Conversely, a few who are normally viewed as liberal or far to the left appear to be, on the basis of their voting records, supporters of such causes as government economy, the free market and other significant economic viewpoints.

The publishers of the "Voting Record" are currently evaluating early responses to a planned record for the present congressional session, which would have a life (they expect) from the present until about June or July. By that time, the new Congress will have taken enough actions and the session will be close enough to adjournment so that interest will shift to evaluating it in terms of current performance rather than in terms of previous performance. Like the labor press, the publishers propose to keep the record up to date, and management ought to be pleased that they feel as they do. #

Fun for All . . .

Are TV and Western Addicts Any Worse than Intellectuals at Play?

Advertisers who sponsor tv Westerns need have no doubts about their social value, in the view of G. Wilse Robinson, M. D. Relaxation and escapist activities, he contends, are something that everyone needs, and how one finds them must depend on the individual and what he is. Dr. Robinson supported his view in an article published in the Greater Kansas City Medical Bulletin and reproduced here.

By G. Wilse Robinson Jr., M.D.
Member, Editorial Board, Greater Kansas City Medical Bulletin

In the spring, 1959, edition of the "Blue Cross Magazine," Pope is quoted as stating, "amusement is the happiness of those who cannot think." This was intriguing, and a look into Bartlett indicates that several writers have commented on amusement. Since, like most English words, this one has several shadings of meaning, some of the comments seem to disagree with Pope as to the fatuousness of amusement.

Samuel Johnson made what he probably considered a profound statement in this matter when he said, "I am a great friend to public amusements; for they keep people from vice." Pope undoubtedly had some influence on young Dr. Johnson, and both considered themselves superior intellectuals, far above the grimy proletariat which comprised the great majority of the citizens of London.

■ As we all know this snobbish attitude was held by the intelligentsia in the Greece of Plato, and today the detractors of amusement simply to pass a little time are still with us. These attack tv, professional sports, escapist reading and movies that have no "message," although they are keenly promoting at all times modern art, Faulkner's novels, Tennessee Williams' plays, contemporary music, and movie and tv programs with a "message," all of which leaves most of us with the same reactions as those of Queen Victoria, who commented on another matter: "We are not amused." I am confident that the gracious lady would have made the same comment about Faulkner's novels, Tennessee Williams' plays and most of the "messages" in the "serious" movie and tv productions.

■ The trouble with most of these intellectual eager beavers who deplore most forms of just relaxation activities, and feel that every waking moment must be devoted to something constructive, is that they choose to express their own neurotic thinking by trying to impose their neurosis on everybody.

■ I suppose it is unfair to classify all of those who wish us to improve as neurotics, for all of them are not neurotics. But most of these critics of the American way of life, the amusements of the mass entertainment media, as well as our professional sports, are attempting to impose something on the rest of us. These, like Johnson and Pope, have their own forms of escapism. Johnson spent hours each day in the coffee houses engaged in conversation, while Pope lived in a country manor on the Thames and amused himself with all of the amusing activities of an 18th century English country squire even though he was not a member of that class of minor nobility.

Their modern descendants approve of golf, bridge, tennis, "do-it-yourself," boating and other participation activities, but look down their noses at those who choose to spend their spare time watching instead of doing.

■ I don't get it. Golf is a precision game that I could never learn to play. It is great fun for those who did, but does golf produce any greater intellectual output than watching the eternal ballet of big league baseball? Or does bridge make one a better citizen than an addiction to tv and westerns?

Everybody needs relaxation and escapist activities. To each his own. To expect an assembly line worker to be an authority on social problems or a professional man to spend all of his spare time on intellectual activities is all wrong. Those of the latter who do are actually amused and relaxed by such activities.

■ It is fatuous to try to impose adult education on those who do not wish it. Let those who are amused by mental gymnastics follow their bent. Let us who like escapism follow our bent. #

Still a good way of doing business

American business has come a long way since cracker-barrel days. But one thing hasn't changed—the contractual relationship that results from a paid transaction.

We sell subscriptions to our publications because we believe that people will pay for something they *want*. This seems to us the most natural, normal and businesslike way of "doing business" with both our readers and our advertisers.

More than that, it imposes an obligation on our editors to consistently produce publications which are *worth* "cash on the barrelhead."

This way of doing business has helped make all forty-one McGraw-Hill publications and price services a good market place for the products and services of American industry.

McGraw-Hill

PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd ST., N.Y. 36, N.Y.

McMahan on TV Commercials . . .

What's New: Two New TV Techniques

Each month, Harry W. McMahan comments on new tv commercials, trends and techniques. He is the author of a new book, "TV Tape Commercials" (Hastings House, $4.50), in addition to the standard texts, "The Television Commercial" and "Television Production."

By Harry W. McMahan

Two new techniques sound like they'll add a little fun to 1960: "Speech time compressor" is the technical name for a new device that speeds up sound track *without changing pitch*. So you can record that track in a well-enunciated 1:15, then speed it up to :58 without losing intelligibility or altering its basic personality or characteristics. It works on music as well as voice. The trick is done by re-recording the tape and omitting infinitesimal portions in each syllable, as it were. I saw this demonstrated a few months ago by Dr. Grant Fairbanks at the University of Illinois and the commercial version is now in manufacture. Of course, the recording studios may drag their heels a little on this as it would be a "time compressor" of studio sessions, as well.

Harry W. McMahan

■ The other technique is even harder to believe: an animation trick that gives the optical illusion of *color* on a b&w tv receiving set. Mad! First demonstrations are exciting, but the color values are not too true—and a special projector is required (although it can be transferred to tape).

One of the oil companies is considering an experiment in the technique for sheer novelty value. Can you imagine viewer reactions when they suddenly see color on their b&w sets!

IA Plus NABET for VTR

Maybe a breakthrough has come in the union hassles over shooting video tape with live tv crews in the film studios. Chicago's IA locals (IA stands for International Alliance of Theatrical and Stage Employes) have bowed to NABET (National Assn. of Broadcast Employes and Technicians), without penalty, for the shooting of 11 tape commercials at Sarra Inc.

Sarra's staff IA cameraman took responsibility for lighting and staging (a real plus!) while the ABC network station NABET men handled the live tv cameras and engineering. The signal was microwaved from the film studios to ABC's tape recorders.

The 11 spots required seven fair-sized sets and a number of insert stagings. Estimates for film production of the same series had been 12 days shooting. Tape did it in two.

Peter Eckrich & Sons, Fort Wayne meat packer, was the sponsor. Jack Baxter's Creative House did the scripts. Bill Newton directed for Sarra.

Fate Hangs By a Hare

Some of the best ideas in this business happen by accident.

Out in the editing rooms of Animation Inc., in Hollywood, the client was watching a new program opening cartoon for Kroger Food Stores. Fine! Then the moviola ran it backwards for a second look. He liked it that way, too—sdrawkcab sound track and all.

Why not use *that* for the program closer? So that's why Kroger got two spots for the price of one, the viewers got a happy puzzlement, Campbell-Mithun got client's compliments and Animation Inc., got less work than they bargained for.

Wild Blue Yonder Documentaries

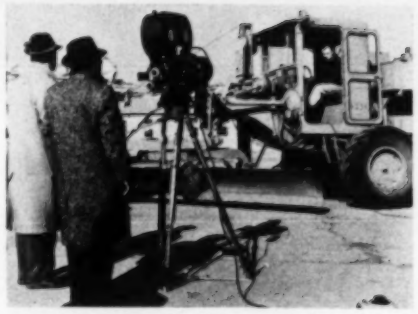
Uncle Sam—now and again a thinking man—is borrowing a leaf from the Viceroy tobacconists on how to show the dual lives of some of his Air Force Reservists.

This new series of :20 public service spots hopped about 12,000 miles of location shots to pick up some of the Wild Blue Yonder boys as they go about their civilian jobs today. Not a studio shot in the series.

The idea is excellent. The newsreel quality leaves something to be desired here and there. The dialogue sounds a bit as if it might have been intended for the Congressional Record. But the idea's still good: an oil-rigger off the coast of New Orleans, a rancher in Texas, a bewinged priest in a California monastery.

Dolphin, New York, produced, Allen Stanley in charge. Charlie Wecker was the roving cameraman.

Benton & Bowles is the agency. No credit on the writing.



FAR AND WIDE—*Air Force Reserve used these shots on tv to show varied private lives of reservists—skin diver, priest, man on bulldozer.*

BREAKTHROUGH?—*Unions permitted theatrical and tv employes to work together on these film studio sets, where videotape was used for Eckrich commercials—shooting 11 spots in two days.*

Documentary Kind of Testimonial

Of course the testimonial commercial can have a nice documentary feel—under good handling.

Lustre-Creme shampoo gives it that kind of touch in some new spots from Warner's Hollywood lot. Specifically, there's one on starlet Barbara Rush (on stairs) that deluxes Lux on the familiar star endorsement. It simply oozes glamor and believability. And those are two things you just don't get by supering titles.

Lennen & Newell is the agency.

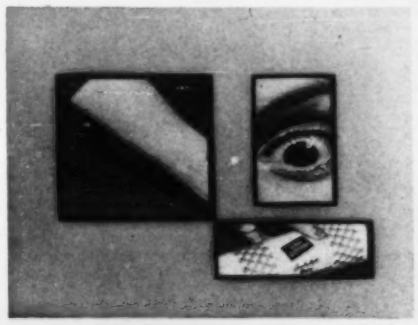
Dennis Snaps, Crackles, Pops

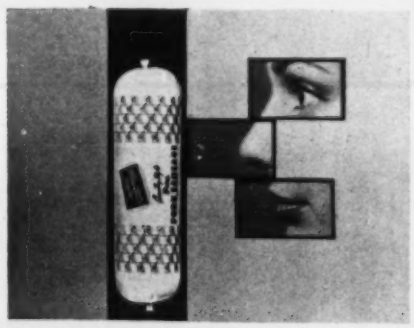
It's still another step from the star testimonial to the so-called "cast commercial" and here's where most writers in the business fall on their worried faces. Shall the star make a direct pitch to the viewer and how do you set the dialogue for it?

This makes Kellogg's approach all the more pleasant in their CBS Sunday night "Dennis, the Menace" next-to-closing spots. There's no straight pitch, ever, but the adroit endorsement by favorable association is there . . . warm, human—and mighty effective.

Nelson Winkless and Mary Quirk do this ingratiating Rice Krispies series for Burnett. Screen Gems produces, on film, along with the show.

Something else worth a mention about this show's commercials: the allocation of commercial timing. Here's how the three minutes are apportioned: 20 seconds at the opening, two :60s at the breaks and the closing cast commercial in :55. That adds up to 3:15? Nope. The closer takes a non-commercial lead-in to set the situation (often stemming directly out of the show plot) and then goes into a :40 chargeable portion. Double A for Adroit.





Piet Mondrian in Tempo

Sometimes I think agencies are out of their skulls not to use the brainpower of their commercial producers more. There are at least a dozen producers across the country who consistently turn out better creative and selling ideas than 85% of the agency writers in the business.

Yet only the smaller agencies are shrewd enough to take advantage of these outside creative services. The major agencies feel tv creative must be handled inside the shop (although they draw on plenty of outside help on print art).

Case in point: a little regional spot for

Mr. McMahan will discuss tv tape commercials in a talk at the Minneapolis Ad Club Feb. 18 and the San Francisco Ad Club March 2.

pinpoint magazine coverage
in your market(s) with...

locally edited gravure magazines

in Newark... in any Region or throughout the Nation!

The nation's 52 locally edited gravure magazines are your tactical ad force in 39 major markets.

Here are 12 of the best...

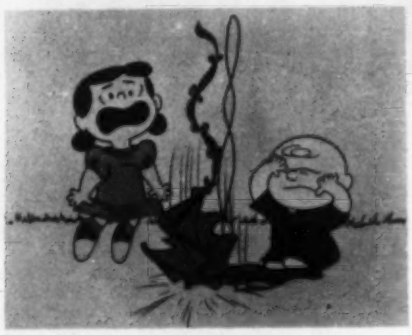
AKRON BEACON JOURNAL • ATLANTA JOURNAL AND CONSTITUTION • COLUMBUS DISPATCH • DENVER POST • HOUSTON CHRONICLE • INDIANAPOLIS STAR • LOUISVILLE COURIER-JOURNAL • NEWARK NEWS • NEW ORLEANS TIMES PICAYUNE • PHOENIX ARIZONA REPUBLIC • ST. LOUIS GLOBE DEMOCRAT • TOLEDO BLADE

(of all names!) King Cotton pork sausage in Memphis. Rosengarten & Steinke, the agency, tossed the problem in the lap of an outside producer, Fred Niles.

Niles (a long-time disciple of Piet Mondrian, it appears) went all out for an ingenious combination of live action and animation in eye-catching Mondrian geometrics. Then he took advantage of that unwieldy and improbable name by hitting it with both barrels in a chantsy jingle (this by Sid Siegel). The result is likely to knock anybody's research measurements through the roof.

In its first month on the air the agency reports it has the ears and cash registers ringing all over Memphis. I don't think it's going to stand too much repetition—but then it won't need it. Four more already in work.

Put this down as one of the most artful best sellers of 1960.



Peanuts characters Copyright 1950, United Features Syndicate Inc.

It's About Time, Charlie Brown

Several had their eyes on it and I'm glad Ford was finally able to swing the deal: "Peanuts" has gone commercial.

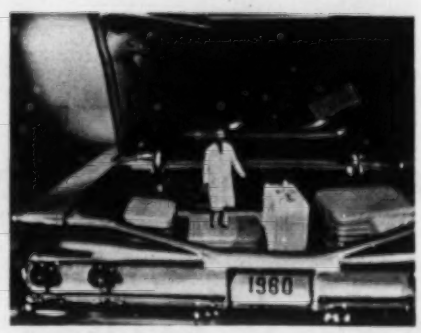
Lovers of Charlie Brown and company in the comic strips may quibble a bit at the translation to tv but this is a pretty bright start and it should roll from here on.

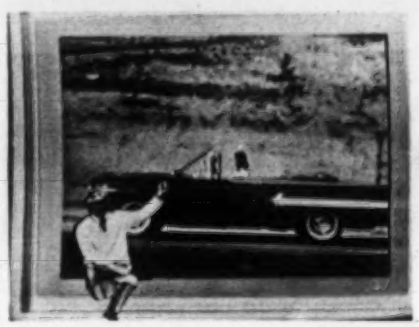
Campaign is used in print, too (comes off better there, of course, because no new elements of voice and action are added). It's a very timely touch. JWT is the agency. Playhouse, Hollywood, produced.

Cost of the series is estimated at $18,000 each. Not exactly peanuts.

Over at Chevrolet: Pixies

Meanwhile, Chevy is keeping the tv commercial competition hot with some sensational electronic trickery. Premiered





on the Dinah Shore show Jan. 17, here is some of the most imaginative use of the matting amplifier I've seen yet on color videotape. (These stills hardly do justice, since they were made from a black-and-white receiving tube.)

In the two-minute spot, the announcer takes a "pixie" tour of the new Chevy, walking on the fender, hopping from the dashboard to the glove compartment, popping up among the suitcases in the trunk. And all along the way the "little man" does a big selling job.

Bob McTyre of Campbell-Ewald dreamed up the pixie idea. Willard Hanes of C-E's Hollywood office was in charge of production at NBC, Burbank.

Footnotes for February

GE's "Fabulous Fifties" reportedly wound up $52,600 over on its commercial budget. Total, then, was $152,600—a new record for commercial costs for a single show. Sad to report that progress also was not one of their most important products.

Did you ever stop to think that what with all the cigaret ingredient stories about filters and menthol and "what's up front," the "most important quarter-inch in smoking today" is . . . *nothing*.

Timex, on the January Jerry Lewis show, broke the pattern of their usually great demonstration commercials with an off-beat, off-base middle spot. It featured not one—but, deah me, two!—Marcel Marceaus in the queerest sort of pantomines. At least, it was easy to figure out what they'd be wearing on their too-too limp wrists.

Bayer aspirin appears to be taking another twist downward in their "glass gullet" commercials with that "sleep soundly" approach. And further weasels on "men who know medicine." Do they have to wait for Washington to cure this headache with its own medicine? Hurry, boys, television needs fast, fast, *fast* relief. #

AD-VERSE REACTIONS

"with charity toward none"

By Draper Daniels

Traffic Man

Alone, unloved, here he perspires,
Caught between two spreading tires,
The eagerest beaver of all the clan,
The pittering, pattering traffic man.
The ogre before him called copy resists,
The ogre behind him called contact insists.
Bewildered he stands, his heart all a-flutter,
Wondering which bread carries the butter.

Agencies Ask Us . . .

How Advertising Agencies Originate Ideas

By Kenneth Groesbeck

I wish I might report that this question is frequently asked; actually it comes up all too seldom. So if my friends won't ask me the questions they ought to, I trust I may be forgiven if I ask them, anyhow.

Kenneth Groesbeck

Ideas are all the agency has for sale. Obviously, these will be ideas which, put into operation, will help sell the client's product or service most effectively and most economically.

All around us we see agencies busily selling beautiful artwork, exquisite prose, exhaustive research and the most unusual expression of the client's ideas.

■ The first three are means to an end only: the last is thinly veiled flattery.

If we take for granted proper agency administration and promotion, the single difference between the agency which succeeds and the one which fails lies in the origination of selling ideas. Ten times as much effort should be exerted in finding these ideas, compared with the amount needed to express them. A thoroughly effective idea will sell, even if poorly expressed. A weak or incorrect basic idea will not work, though it be expressed in the tongue of angels.

■ *Good ideas are sound, simple, easily remembered; true and honest; attuned to the consumer's predilections.* If they are also unusual, striking, ingenious, well and good. These three, however, are secondary requirements, compared with the basic six.

The six characteristics of the good idea which I have listed above are all obvious, as truth has a habit of being. In spite of this fact, good selling ideas are exceedingly rare. One wonders why.

Are both agencies and advertisers unable to see the forest for the trees, hunting up the wrong alleys, not clear in their minds what they are really looking for, or what?

■ In almost every other field of endeavor, one succeeds if he produces something people will buy. Consumers, however, do not buy or refuse advertising except as this reception is expressed in sales, and sales are the result of many factors other than advertising.

Consumers are subjected to advertising, whether they like it or not. The inaccuracy or inadequacy of much of it, its lack of basic ideas, can only be attributed to the fact that the end results of advertising are so far removed from its production and its producers. Which difficult state of affairs makes it all the more necessary for agencies to recognize this handicap. Those who do, produce selling advertising; they are constantly seeking good ideas; by thus so honestly serving their clients, they tend to succeed, themselves.

■ How do agencies get these correct ideas?

First, they listen to their clients, carefully and with discrimination. Sometimes advertisers know what they are talking about, when they expatiate upon the virtues of their products and the situation as it exists in connection with their marketing. Sometimes they are surprisingly inaccurate in both these appraisals.

The first thing the agency has to do is to interpret wisely and check the accuracy of the client's ideas. Take and use whatever is evidently true, substitute for errors and inaccuracies truth and exactness. Not too easy a job, to be sure, but an agency worth its salt stands or falls on its business judgment, of which such an evaluation as I am suggesting is an essential part.

■ Next, these fact-seeking agencies listen to the trade. By trade I mean not only all channels of distribution, but all communication media such as trade and consumer publications covering the field in question. The trade and its media know an astonishing lot about any product or service whose success or failure has so strong an effect upon their own pocketbooks.

They nearly drop dead with surprise when an advertising agency has sense enough to pump them for information. Their general attitude is, "Why, we thought you guys knew all the answers!" Once convinced that the agency is honestly aware of its ignorance and is really asking for help, they come across generously, and should always be remunerated for their time and thought, whenever and however this may be possible.

Finally, these fact-seeking agencies listen to the ultimate consumer. They do this so skilfully and so carefully that before they finish their investigation, they know far more than the manufacturer himself, as a rule, as to why a product sells or does not, why it repeats or drops dead after primary purchase, and, if these findings are unfavorable, what needs to be done to rectify the situation.

■ The result of all this fact-finding is the evolution of correct selling strategy, possible modification of the product, its package, or its price, *and the development of the best ideas for expressing the revised product picture.*

Frequently, sound as this procedure may be, the client refuses to buy its conclusions. They run counter to his preconceived ideas, often they hurt his feelings. Thus even truth has to be sold, with tact and diplomacy. Most business men, however, are smart enough to see through a knot-hole, especially if the going hasn't been too smooth, the profits have been small and competition has been too evidently rejoicing. Where something is evidently wrong, the agency with ideas is usually listened to. Fortunately for us, something is usually wrong. Read again, please, the six characteristics of the good idea, before sticking out the neck with remedial suggestions. #

ART & COPY

We're getting ahead of ourselves... again!

HOLIDAY begins another year with a new first-quarter advertising record. Linage is up 18.5%; revenue, 28.7%! And this is on top of all-time linage and revenue highs in 1959 – when *nine* issues broke revenue records for their months.

The story behind this continuing success is simple. More and more advertisers are turning to the selective market to sell the mobile, active families with the buying power and influence to start trends. And Holiday sells these families best!

Holiday sets the mood for the enjoyment of life for more than 900,000 affluent families each month – with both ideas *and* products. That's why your advertisement is not simply *in* Holiday – it is a *part* of **HOLIDAY**

Advertisers' Use of Comics Characters Is Criticized, Backed at Comics Council Meeting

NEW YORK, Feb. 9—A controversy over whether newspaper comics should be used by advertisers flared here Friday at a meeting of the Newspaper Comics Council.

Ranged on one side of the controversy were newspaper editorial people, who warned artists and syndicators not to let comics and comics characters "degenerate" in ads.

Speaking for these editorial critics was Philip W. Porter, Sunday and feature editor of the *Cleveland Plain Dealer*, who urged the NCC to adopt measures which would prevent the sale of secondary rights of comics to advertisers. He suggested that a standard contract be adopted containing a clause forbidding the use of newspaper comics and comics characters by advertisers.

He warned that newspaper features are still the "exclusive province" of newspapers, but that "they won't be if we start using them to endorse advertised products."

■ He criticized agencies for not being creative enough to produce ads without "snitching" comics. "It's not much of a compliment to the creative directors of ad agencies," he said, "that the best they can come up with is copy-cat stuff—taking characters out of comics and dropping them into ads."

Mr. Porter asserted that the use of comics characters in ads "deceives" readers and "dilutes" reader interest in the feature. He warned of a danger that other editorial content of the newspaper would be diluted also through non-editorial use of comics.

■ Defending the non-editorial use of comics was Robert M. Hall, president and general manager of Hall Syndicate, who said in a question and answer session that there is "a difference between promotion and exploitation." He said the exploitation of comics outside the newspaper's pages helps popularize the newspaper comics character and often attracts more readership to the newspaper feature.

■ Al Capp, creator of "Li'l Abner," said the use of comics characters in ads often promotes the character more than the product advertised. "The appearance of 'Li'l Abner' in magazine ads is not so much an ad for Cream of Wheat as it is for 'Li'l Abner'," he said. He said if ads are "properly controlled" by the cartoonist, they serve not only the advertiser but the comics strip itself. He added that he himself keeps strict control over ad content of a "Li'l Abner" strip, allowing the advertiser only one panel out of four.

■ Three other speakers at the session blamed newspaper publishers for the increased use of comics characters in ads. Maurice T. Reilly, exec vp of Chicago Tribune-New York News Syndicate, said the newspaper problem of maintaining editorial integrity has been complicated by increasing demands by advertisers for "integration" into media.

"Years ago the adman wanted audience," said Mr. Reilly, "but today he wants proximity, integration. The tendency of the ad business is to move in as a component. Dinah Shore must sell Chevrolets, and Jim Arness of 'Gunsmoke' smokes his sponsor's cigarets on camera."

He added that if publishers are to keep comics talent in newspapers, they must abandon their "tight-fisted" attitudes and pay more. He said newspapers, as compared with book publishing, radio, tv and other media, should pay artists and writers higher salaries or else continue to lose talent to other media.

Laurence Rutman, vp and general manager, United Features Syndicate, charged that artists are "grossly underpaid" by publishers and that publishers themselves reduce the size of comics strips to "near illegibility" to suit advertising copy.

Charles T. Kline, president, Metropolitan Sunday Newspapers, said he was in favor of outside exploitation of comics and characters because "the publishers themselves have neglected promotion of their own characters and strips. And if publishers don't promote, somebody has got to do it," he said. #

BBDO Gets TAI Account

Transport Aeriens Intercontinentaux (Intercontinental Air Transport), French airline operating through the Middle East to Australia and Tahiti, has appointed Batten, Barton, Durstine & Osborn to handle its advertising in the U.S. BBDO services Air France, which will act as TAI agent here. Effective in May, TAI will be flying into Los Angeles from Tahiti and Hawaii, thereby linking up with Air France flights from Paris over the Arctic to Los Angeles.

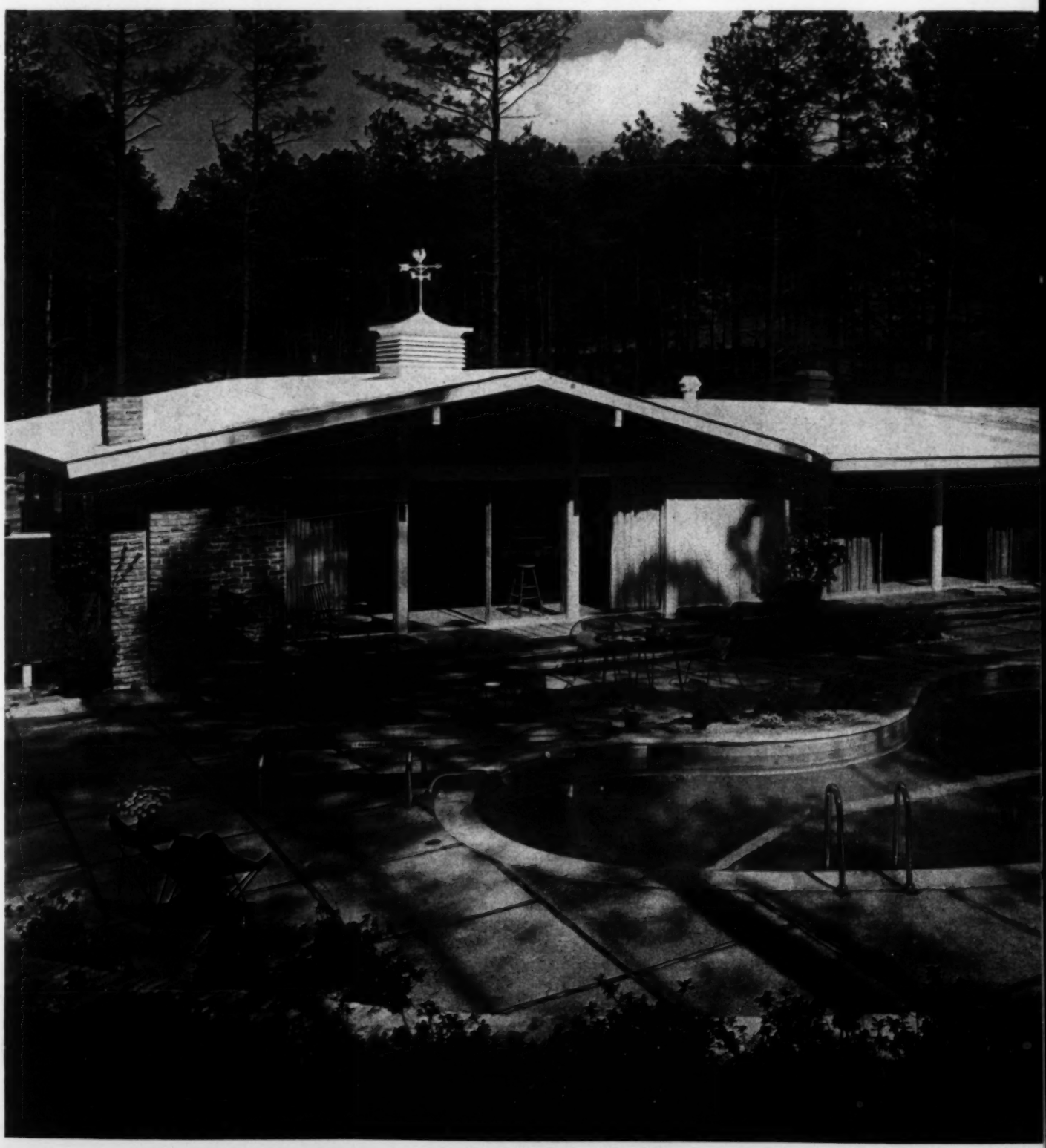
John Joss Promoted

John Joss, formerly with the advertising and publications department of Southwestern Industrial Electronics Co., a division of Dresser Industries Inc., Houston, has been appointed administrative assistant to Leigh Taylor, vp of marketing.

Stevens and Klein Join Jacobi

Daniel W. Stevens and Paul Brinkman Klein have joined Frank C. Jacobi Advertising, Chicago, and will operate as the Stevens-Brinkman division of that agency, specializing in financial accounts.

CATALYTIC ACTION! "What-How-...and the "Who" is you!



Now Relations with FTC Are Basis for Agency Selection

(Continued from Page 3)

Last question in the questionnaire sent to agencies "selected for consideration" reads like this: "Are you or any of your accounts currently involved in FCC investigations? If so, name the accounts and state the circumstances." (The optical group is believed to have made a slip of the typewriter in referring to the FCC instead of the FTC.)

Here are the other 19 questions:

1. How old is your agency?

2. How many employes do you have?

3. How many branches do you have? (List branch locations.)

4. Who owns the agency? If more than one owner, please indicate names of all individuals owning more than 10% of the agency stock. Also, indicate which of those people are actively serving on the agency staff at present.

5. What were your current billings during each of the last ten years, including your fees?

6. How many accounts do you have?

7. What is the approximate billing of the largest account? Of the smallest?

8. Do you have any "industry association" accounts? If so, name same.

9. State briefly the philosophy of the agency or the "image" you are endeavoring to create for your agency.

10. Please submit three "case histories" which you feel best represent the contribution of your agency to the problem of these clients.

11. Please provide list of client reference, including name of principal individuals associated with the "case histories" mentioned.

12. Show organization chart with number of employes available in each department.

13. List the accounts you have lost since 1954 and the reasons for such loss.

14. Please submit six national ads produced for present clients (not more than two from each client), together with Starch ratings and Gallup-Robinson ratings if client takes that service. Also, if possible, submit Gallup-Robinson "playbacks" when G-rating is included.

15. State names of individuals with your agency who would be assigned primary responsibility for the optical industry account. If any of these individuals is not now employed by your agency, please indicate. After each individual's name, list the number of years he has been employed by your agency and in what capacities. Please state also what accounts he has worked on—both in your organization and in other agencies.

16. What is your attitude toward merchandising and sales promotion? Do you provide creative and production services? If so, what is your charging basis for (a) writing; (b) art; (c) production?

17. Do you provide publicity or public relations services? If so, please state charging basis.

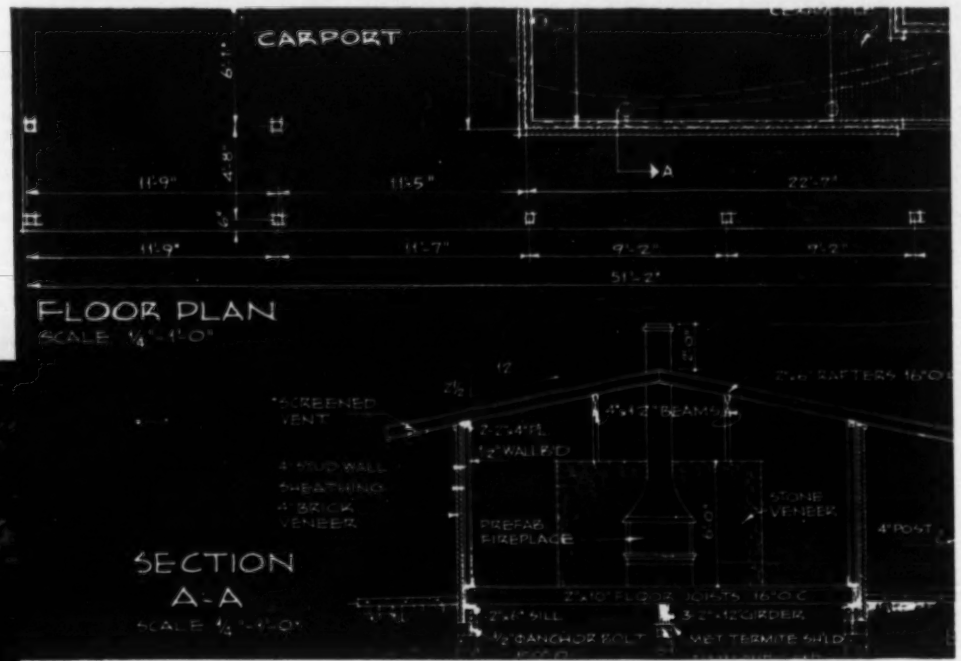
18. What procedure do you follow in submitting the first draft of a national ad to a client—(a) "rough" layout and copy; (b) semicomprehensive layout and copy; (c) comprehensive layout and copy? Do you make any charge for either the writing or art in the original submission mentioned above? If so, what is the basis for such a charge?

19. Do you have a separate media group handling tv and radio, or does this activity come under your general media department? #

Ford Sets Special Drive to Launch Comet

A special advertising campaign will be launched in mid-March by Lincoln-Mercury division of Ford Motor Co. to support dealer introduction of the Comet, newest entry in the smaller size car field. Newspaper advertisements will run in all Mercury-Comet dealer markets, outdoor advertising is scheduled in dealer markets of 25,000 and over, and vigorous magazine and radio and television coverage is planned, Robert J. Fisher, division ad and sales promotion manager, said. Tv plans include participation in the Leonard Bernstein show, "Startime" and "Wagon Train" in mid-March.

Who"



1. WHAT TO BUILD
2. HOW TO BUILD IT
3. WHO MAKES WHAT IT TAKES

What "Filter, Flavor, Fliptop Box" is to cigarettes — what "The Forward Look" is to automobiles . . . American Builder's "What-How-Who" is to you. Only American Builder's "Time-Saver" pages are paced to the daily pressures of the busy contractor. They save him precious miles and minutes by right-from-the-site reporting "*What to build*" . . . cut costly corners on his mounting costs by showing him "*How to build it*" . . . steam him up to buying urgency by making him ask "*Who makes what it takes?*" That's where *you* come in — and come in with both feet, please . . . because building's most powerful medium merits your most powerful schedule . . . AMERICAN BUILDER, A Simmons-Boardman "Time-Saver" Magazine, 30 Church St., New York 7, N.Y.

NOBODY COVERS AMERICAN BUILDING LIKE

AMERICAN BUILDER

(ABC)

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Citing of Agencies by FTC May Help Illuminate Agency-Client Relations

(Continued from Page 3)

attorney who is active in advertising circles—that the agency is in truth an agent, that the court cases testify to this relationship, and that voluntary assumption of financial responsibility doesn't alter the basic relationship.

■ With this background, the shift by the commission toward the inclusion of agencies in its complaints underscores the question as to agency-client relationships, and as to whether the agency has voluntarily assumed responsibility in other areas.

The Four A's also has expressed the view that an agency can be a contractor or an agent depending on the circumstances; in some instances an agency might be the agent of its client, in others an agent of someone else.

Many agencies strongly feel that their responsibility—aside from financial areas—is strictly limited, and that they are in the unhappy position of sharing an unpleasant liability without the ability to do much about it.

Frequently, in a large advertising operation, the facts concerning the client's product and competitive products are supplied by the client. Advertising campaigns are suggested, and the client picks the one he likes and frequently modifies it to suit his notion. Technical, scientific and legal clearances usually are provided by the client. He owns the campaign. Agencies are not usually—or at least not always—equipped to provide these clearances; in any case it could be a duplication of effort.

■ Now, assuming good liaison, the agency isn't necessarily kept up to date with all the technical developments, either in the clients's own product or in those of its competitors. In fact, sometimes the client's management doesn't seem to know what the client's technical staff knows very well. And so an advertising agency may find itself relying—innocently—on facts and clearances provided by the client but obsolete because of developments unknown to the agency.

When a government complaint arrives, the agency feels it isn't at fault and that it ought not to be penalized by unfair publicity, by the expense of litigation, or eventually by the straitjacket of a cease and desist order.

From a practical standpoint, once it finds itself in this predicament, the agency is in an indefensible position. It frequently cannot make public the facts which would exculpate it. It finds itself in this miserable dilemma:

• 1. If the client elects to be "practical" and negotiate a consent decree, terminate the case as fast as possible and get the least amount of publicity, the client will not want the agency to continue litigation on the issue of the agency's responsibility.

• 2. If the client decides to litigate the case, he wants to try it on its merits, and not on the issue of the agency's responsibility.

■ Either way, it ranges from painfully embarrassing to foolhardy for an agency to point at a client and say, in effect, "He did it; he got us into this; he didn't keep us fully informed; he let us down." This is economic suicide, and so the theoretical right of the agency to defend itself on the responsibility issue is of no real value—unless, of course, it is resigned to losing the account. In effect, the agency is delivered blindfolded, gagged and bound.

One more thing fascinates agency theoreticians and legal minds; What happens in the future? Suppose that, after having signed a cease and desist order, the time comes when the agency is no longer working for the client in company with which it signed the order, but is in fact retained by that company's competitor. For one thing, it might severely limit the utility of the agency in a competitive situation.

■ Here's a bit of fantasy that one legal mind has prepared, which may not be so far-fetched as it seems:

"Company C and Advertising Agency A were ordered to cease and desist from representing that the moon is made of green cheese. Years go by. Company C and Agency A have parted company, and the agency is working for C's competitor, D. D succeeds in landing its research director on the far side of the moon, and he discovers the moon is indeed made of green cheese. D can advertise this fact for all it may be worth, but A can't participate in the advertising. In order to be liberated from the cease and desist order, A must apply to the Federal Trade Commission to modify the order, and this can be done only on notice to Company C. C will find out about D's latest secret before anyone else does, merely because, many years before, A had to accept a cease and desist order which it may well not have deserved in the first place."

■ Some legal opinion is that agencies will be involved in FTC complaints only where they are prominent in the alleged violation, or where it is their research and contractor or an agent may be of little moment in action; that being a contributions which led to the campaigns in question. It is also said that whether an agency is a contractor wouldn't "insult" an agency; that possibly being an agent might carry with it some small advantage, since a legal agent is supposed to be under the protection of the principal.

Meantime, there are at least two cases on record where an agency got off the hook in an FTC action.

■ Last spring Grant, Schwenck & Baker, Chicago, and Paul Grant, agency chairman, were cited, along with a client, Skil-Weave Co. An FTC hearing was held March 23, 1959, before hearing Examiner Walter R. Johnson, and a consent order involving Skil-Weave was entered May 20, 1959.

In June an initial order proposing to vacate with respect to the agency was entered. There was some difficulty, apparently, and a second initial order to vacate was entered in October. On Nov. 6, 1959, the commission dismissed the complaint as to the agency and Mr. Grant.

"The case was never tried on its merits as far as the agency was concerned," Mr. Grant told AA. "The commission backed off and decided not to test the case."

Mr. Grant contended that "advertisers are fully responsible in all cases for any statements made in their ads. If an agency can be cited with a client as a co-respondent, it would put the burden on an agency to test all products and claims made by its client. An agency couldn't undertake such a thing," he said.

Skil-Weave Co., which is still a client of Grant, Schwenck & Baker, signed a consent order involving the FTC's complaint that it had used exaggerated potential earnings to sell correspondence courses in reweaving.

■ In the celebrated Carter Products case, its agency (but not after 1942) was Street & Finney; the name of Street & Finney was embroiled in the 1956 FTC cease and desist order which was ultimately upheld in 1959. However, Street & Finney actually had been dismissed from the case by FTC order in 1951, and subsequently got a letter from FTC in 1954, reaffirming its dismissal from the complaint and its charges "as they relate to Street & Finney." #

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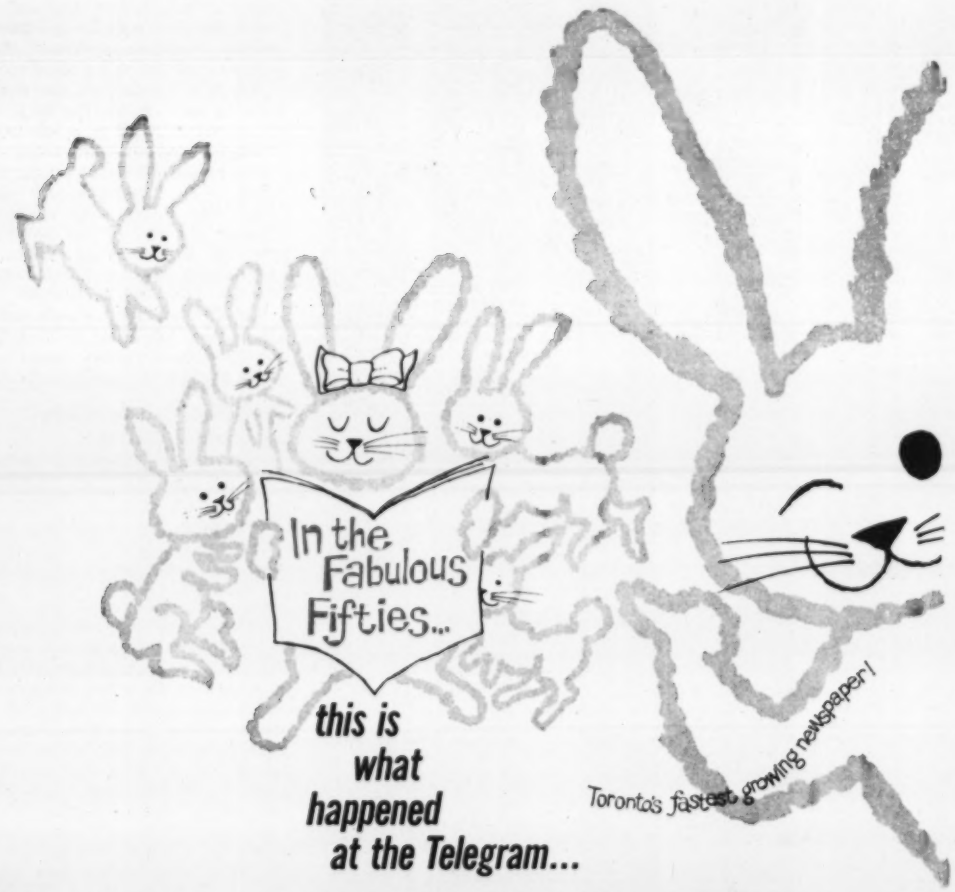

THE ONLY TORONTO NEWSPAPER
to show a circulation gain over a ten year period!
HERE IS THE RECORD!

In the past ten years		In the past three months	
1950	200,048	1950	200,048
1959	226,225	1959	235,778
CIRCULATION GAIN	26,177		35,730

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The TELY is TOPS in TORONTO
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The trend is to the TELY... Canada's fastest growing newspaper!

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Let Marie handle your complete mailings — including addressographing, addressing, multigraphing, fill-in on multigraphed letters and planographing.
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The Letter Shop Inc.
431 S. Dearborn St. • Chicago 5, Illinois

HAVE ONE?—*Owens Yacht Co. suggests that budgetminded consumers might do better by buying a boat in place of a second car.*

Boat Industry Rides Wave of Prosperity

Attendance at Chicago Show Expected to Pass '59's 311,000 Figure

CHICAGO, Feb. 10—Some 415 marine manufacturers and organizations put their wares on display for winter-weary Chicagoans this week at the 27th annual Chicago National Boat Show.

The Chicago show is billed as the world's largest boating exposition, with some 920 pleasure craft on display at the International Amphitheatre. At mid-week, attendance (more than 80,000) was running about 10% ahead of last year's pace.

The show follows on the heels of the successful 50th annual National Motor Boat Show held in New York last month.

About 75% of the craft being shown here this year are the outboard variety. But other types, ranging from rowboats through sailboats to luxury cruisers, are also on display.

Although the boating boom has variously been assessed at from $2 billion to $3 billion, nobody knows for certain just how big the boating industry really is.

■ Best available estimates, by the National Assn. of Engine & Boat Manufacturers and the Outboard Boating Club of America, place retail spending during 1959 at $2.4 billion. This figure includes money spent for new and used boats, engines, accessories (from caps to can openers), safety equipment, fuel, insurance, docking, maintenance, launching, storage, repair and boat club memberships.

Some other statistics:

• In 1959, 39,000,000 people were estimated to have gone boating more than once or twice during the year.

• Some 7,800,000 recreational craft are currently churning up the waterways of the U. S. This includes 541,000 motor boats, 319,000 inboard motor boats unlicensed and not under federal jurisdiction; 4,000 larger inboard cruisers; 3,940,000 outboard motorboats; 496,000 sailboats, and 2,500,000 rowboats, dinghies and other miscellaneous craft.

■ According to available estimates from material producers, boating enthusiasts burned up some 490,000,000 gals. of gasoline, 24,500,000 gals. of diesel fuel and 25,500,000 gals. of lubrication oil during the year, boat makers slapped on 12,000,000 gals. of marine paint and varnish, used 165,000,000 sq. ft. of sheet plywood, 50,000,000 lbs. of aluminum and 75,000,000 lbs. of reinforced plastics (including fibers) keeping pace with the boating craze.

■ While it is difficult to assess the total volume of the boating business, it is almost impossible to determine how much is spent by the industry advertising boats, motors and assorted marine products.

Perhaps the reason for this is the multiplicity of companies engaged in the manufacture and marketing of boats. According to industry sources, there are hundreds of companies—and thousands of retailers—producing and selling power and sailing craft of smaller class, boats of less than 20′ in length, made from wood, metal or fiber glass.

And if they do any advertising at all, most of the smaller manufacturers stick to minimum display and classified ads in local newspapers and only use these during season.

■ According to best available estimates, national advertising by the boating industry in 1959 totaled only about $20,000,000, most of its spent in general magazines, boating publications and in newspapers. This does not include advertising done by the plywood, chemical, and aluminum industries, major suppliers to the boat business.

Top advertisers in the field are Johnson and Evinrude divisions of Outboard Marine Corp., each of which invested an estimated $4,000,000 in advertising during 1959. The other top motor manufacturer, Mercury, invested an estimated $1,000,000 in advertising during the year.

Among boat makers, Chris-Craft Corp.—with an estimated annual ad investment of $1,500,000—leads in ad expenditure, followed by Owens Yacht Corp. (estimated $750,000 budget) and Glasspar Co., which also invested an estimated $750,000 during the year. #

Library Week Set April 3-9

National Library Week has been set for April 3-9 this year, sponsored by the National Book Committee in cooperation with the American Library Assn. Promotional materials, including organizational handbooks, ad mats, posters and display material, is available from National Library Week, 24 W. 40th St., New York.

Taylor Names Snowmen

Gwen Taylor Cosmetics, Los Angeles, a new company, has named Snowmen Advertising Agency, Los Angeles, as its agency. Advertising, via tv spots, will begin in Los Angeles and expand to San Diego, San Francisco and Phoenix.

Need to Analyze Your Public Relations?

Press Clippings can keep you fully informed on the results of your public relations program. You can see how many of your releases are published . . . what coverage is given to events you stage . . . what the editors of the nation are thinking. This knowledge will help you plan and develop more effective public relations programs. Interested in learning how we can serve you?

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14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
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One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

In Philadelphia nearly everybody reads The Bulletin

The Evening and Sunday Bulletin, Philadelphia
Represented by Million Market Newspapers, Inc.

Adman in the News... *William Bartel*

NEW YORK, Feb. 9—William A. Bartel, who last week assumed the new title of president of Ellington & Co., started out in the agency business with three titles: switchboard operator, secretary and copywriter for the old John A. Cairns agency (now Anderson & Cairns) at $15 a week. It was 1935 and his first job.

Mr. Bartel supplied ADVERTISING AGE with this biographical data with his customary humor and directness of manner: "I was born in Newark but spent my growing up years at Nutling, N.J. Attended both Dartmouth and Oberlin, but did not graduate from either. Instead I took a quickie three-month secretarial course and went out after a job."

He was hired at the Cairns shop and the next week celebrated his new employment by getting married. His bride: Jesse Feland, daughter of Robley Feland, veteran adman and longtime secretary-treasurer of BBDO. "I surprised everyone by going out and buying a $20 hat for the ceremony," he recalls. "I thought it would lend dignity to the occasion."

■ He apparently showed more talent for copy than the switchboard, for soon he was Cairns' copy chief. From there he went into account handling, and by 1949, when he left the agency, his title was vp and director.

He then joined Ellington as an account executive and the next week celebrated this new employment by getting the *Redbook* account, an account he handled until last year, when the agency got the *Good Housekeeping* account. In 1954, he was made Ellington's exec vp, the post he held until being made president last week.

■ The Bartels live in Montclair with their four children: Paul, 21; Lucy, 17; Peter, 15; and Wendy, 8. Summers, though, they'll be found at their seashore home at Bay Head, where sailing and swimming constitute the main activity.

Ellington Bartel Landon

NEW TITLES—*William A. Bartel, new president of Ellington & Co., is flanked by the agency's co-chairmen: Jesse Ellington, founder, and Chauncey L. Landon, former president.*

When his co-workers are asked about Bill Bartel they usually agree he's "one heck of a hard worker," whose outstanding characteristic is his dedication to the advertising business. Down-to-earth and practical in his approach, he's a person with a tremendous sense of responsibility and "impeccable integrity," as one of his confreres put it.

As president, Mr. Bartel is succeeding Chauncey L. Landon, president since 1954, who becomes co-chairman of the agency with its founder Jesse Ellington.

■ For the future, the agency aims to broaden its representation in package goods—both in the food and drug fields—and also to increase billings in the broadcast media. At present broadcasting represents 18%-20% of billings, "a low percentage for an agency our size—but due to the very nature of the accounts we have had," Mr. Bartel explained. For 1960 the agency is billing at a rate of $17,500,000 to $18,000,000, he said.

However, "we don't want size just for the sake of size," Jesse Ellington told ADVERTISING AGE. "We want to be large enough to compete with any other agency, but we don't want to end up being an agency within an agency—at a certain stage you reach the point of diminishing returns. A medium-size agency can do an outstanding job, provided it isn't too small."

Although sometimes thought of as a soft goods agency because of its work on such accounts as Celanese and Martex, Ellington protests such classification. "Why, this agency was actually started on a good 5¢ cigar—our first account was Phillies," Mr. Ellington said.

■ The agency's growth in both the package goods and soft goods fields resulted last year in the establishment of a two-group system for creative work. Joe Sollish was made creative supervisor for package goods, and Gerry Reed Hodgson became creative supervisor for fashion, home furnishings and cosmetics. Each has a full staff of copy and art people, and the agency's business is split about 50-50 between the two groups—both in number of accounts and in amount of billings.

The agency believes strongly in the importance of women in advertising; 30% of its executive staff consists of women. "We believe that for a great many products—fashion, cosmetics, home furnishings, food—there is a special kind of thing that is truly the woman's point of view," Mr. Bartel said.

Many agencies say this, he pointed out, but usually they have only "one or two showplace gals. We have many women in places of authority, and we use what they say."

■ The agency also believes in the "validity of close coordination of advertising and public relations"—evidenced last year by its merger with the Davis Snow public relations organization. "Ideas evolve out of joint meetings of advertising and pr people that would never happen otherwise," Mr. Bartel emphasized.

One example: Martex's recent press show, that introduced a new line of towels via a marionette show. "This wouldn't have been possible if advertising and public relations people had not worked together," Mr. Bartel said.

The agency also has set up a separate promotion department to handle non-space jobs. "For this department we hire the same caliber people and pay the same wage scale as we do for our regular creative staff. The promotion aspect of agency work is often slighted, but we feel it is quite as important as space stuff," Mr. Bartel explained.

■ The agency dates back to 1939, when Ivey & Ellington was opened in Philadelphia. Mr. Ellington's partner was Neil Ivey, who withdrew from the company after a few years—and from advertising a few years after that. Ellington & Co. was then set up in 1943 at its present New York offices, at 44th St. and 5th Ave.

Mr. Ellington served as president until 1954, when Mr. Landon, then exec vp, was made president, and Mr. Ellington became chairman. Mr. Bartel, then vp, was appointed exec vp. These executive appointments have remained the same since then until the present realignment. #

Quebec Tourist Budget Set at $1,000,000

Advertising Quebec's tourist attractions will cost the provincial government approximately $1,000,000 for the 1960-'61 fiscal year, ADVERTISING AGE has learned. Of this amount, more than $300,000 will probably be spent on newspaper and magazine advertising and the showing of tv films outside of the province. Although the $1,000,000 budget is said to be the biggest yet, little opposition is expected when it is presented to the legislature.

Premier Antonio Barrette has made it clear he intends to bolster Quebec's tourist trade and in the near future will open cultural and commercial agencies in Paris and London. More advertising in Quebec newspapers, both French and English, new road maps and pamphlets are featured in the 1960-1961 budget.

Coats & Clark's on Radio, Print

Coats & Clark's Inc., New York, (Fuller & Smith & Ross) has bought segments two days per week on CBS Radio's "Arthur Godfrey Show," for 52 weeks for its sewing and needlework products. The print schedule includes ads in the following: *American Journal of Occupational Therapy, Butterick Home Catalog, Everywoman's Family Circle, Farm Journal, Forecast for Home Economists, Girl Scout Leader, Grit, Ingenue, McCall's, McCall's Needlework & Crafts, McCall's Pattern Fashions, Modern Miss, Modern Needlecraft, National Grange, National 4-H News, Progressive Farmer, Seventeen, Simplicity Pattern Book, Simplicity Teacher's Catalog, True Story, Vogue Pattern Book, What's New in Home Economics* and *Workbasket*.

Kroger Promotes Two

Bennett A. Hudson has been named merchandise manager of the Chicago division of Kroger Co. He will be succeeded as grocery merchandiser by Robert J. Soderholm, who formerly held the same post in the company's Peoria, Ill., division.

Is Editorial Opinion Favorable?

Press Clippings can keep you informed of popular misconceptions that need to be corrected . . . or can help you ride a wave of popular support. You can invest your public relations and institutional advertising dollars effectively and intelligently when you know what the editors of the nation are thinking and saying. Interested in learning how we can serve you?

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Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
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One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

CONVENTION CIRCULATION: 10,000 AND SPECIAL MAILING OF 6,000
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GROCER-GRAPHIC
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SMI CONVENTION EXTRA
MAY 2, 1960
FOR UNIQUE COVERAGE
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CALL SHAMIE PUBLICATIONS
New York LEXINGTON 2-3045 | Detroit WOODWARD 1-7554 | Cleveland SUPERIOR 1-2654 | Boston HANCOCK 6-7933
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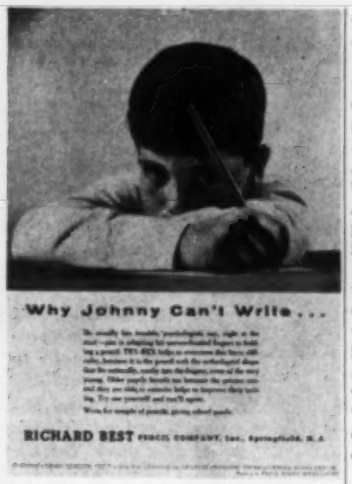
SHAMIE PUBLICATIONS CO. • 3 EAST 40th ST. • NEW YORK 16, N. Y.

SWINGLES. CUSTOM MADE ONLY $58 U.S. only
the JINGLE MILL
*SWINGLES are swinging jingles that SELL! They're created exclusively for you by the Jingle Mill to move your product or win loyalty for your station.
SWINGLES are so good, 800 top advertisers and stations have bought over 10,000 of them, with a 98% re-order record.
Put this record to work for you. Write, wire or call
THE JINGLE MILL



JOHNNY—*Richard Best Pencil Co., Springfield, N. J., will use page ads like this in publications going to teachers, principals and school boards in an enlarged advertising campaign. All ads in the series will feature five-year-old "Johnny." Frank Barth Advertising, New York, is the agency.*

Inland Press, Media Records Report '59 Ad Volume Increases

CHICAGO, Feb. 9—Total advertising volume in two classes of member newspapers of the Inland Daily Press Assn. increased 2.5% and 5.5% respectively last year over 1958.

The 33 newspapers in the 10,000 circulation group (range of 8,000 to 12,000) had an average increase of 2.5% over 1958, and an increase of 8.2% over 1950. Among the 20 newspapers in the 25,000 circulation class (range of 18,000 to 27,000) the increase over 1958 was 5.5%, and over 1950 it was 17.9%.

By comparison, Media Records' 52 Cities survey of dailies throughout the U.S. showed a 1959 increase of 6.7% over 1958 and 17.5% over 1950.

■ Here is how the two groups fared last year against 1958 in the various categories, with a Media Records figure for comparison:

Local Display: 10,000 Group, up 2.1%; 25,000 Group, up 4.7%; 52 Cities, up 3.7%.

Classified: 10,000 Group, up 6.9%; 25,000 Group, up 10.9%; 52 Cities, up 15.7%.

National Automotive: 10,000 Group, down 2.4%; 25,000 Group, up 2.7%; 52 Cities, up 9.4%.

Other National: 10,000 Group, down 1.2%; 25,000 Group, up 5.5%; 52 Cities, up 0.5%. #

Sunkist Names Anderson, 5 Others in Reorganization

Following a year-long study, Sunkist Growers, Los Angeles, has changed its organizational structure, and appointed six major administrators, who will report to the general manager, F. R. Wilcox. D. M. Anderson, who has been assistant general manager, now is director of the marketing division, with supervision of all marketing activities, advertising, traffic and merchandising.

A. F. Rose, assistant general sales manager, becomes fresh fruit sales manager; John L. Powell, assistant general sales manager, becomes assistant fresh fruit sales manager; D. F. McMillen, formerly director of the lemon products division, is director of administration, with responsibility for field service, research and development, grower service, personnel, public relations and market research. Owen Burman, formerly assistant to Mr. McMillen, is director of the lemon products division. J. A. Finley is director of the orange products division.

ABP Board Endorses Ad Copy Code

The board of directors of the Associated Business Publications has endorsed the advertising copy code adopted jointly by the American Ass'n. of Advertising Agencies, the Assn. of National Advertisers and the Advertising Federation of America as a basis for evaluating possible objectionable advertising in the business press.

The board also recommended extended distribution of ABP's "code of ethics and standards of practice" which was formulated in 1913 and includes a member-publication agreement to refuse to run any advertising considered objectionable "because of misrepresentation or disparaging or untrue statements or claims."

'Tennessee Grocer' Renamed

Tennessee Grocer & Food Field, Chattanooga, will change its name to *Tennessee Food Field,* effective with its June, 1960, issue.

ONE OF THE FIRST 100 MARKETS

QUAD-CITY CONSUMERS: 56% live on the Illinois side

FOOD DOLLARS:

57% are spent on the Illinois side— in the Argus and Dispatch coverage area

QUAD-CITIES
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS
OVER 1/4 MILLION PEOPLE

THE QUAD-CITIES' LARGEST COMBINED DAILY CIRCULATION
THE MOLINE DISPATCH
THE ROCK ISLAND ARGUS
NATIONAL REPRESENTATIVE — THE ALLEN-KLAPP CO.

3RD LARGEST MARKET IN ILLINOIS-IOWA

in DETROIT...
you know where you're going with

it's as basic as bread

It's a fact. WJBK-TV is as basic to your advertising budget as bread is to the nation's tables. With WJBK-TV you reach right into 1,900,000 TV homes and help yourself to a slice of the 9 billion dollar sales potential in the nation's fifth market.

a STORER station

WJBK-TV • CHANNEL 2 • BASIC CBS • CALL KATZ

PHOTOGRAPHIC REVIEW

Leininger Red Hoyt Donovan Win Hoyt Dunlap

CON & FRIENDS—*Well over 100 persons turned out for lunch marking Con Donovan's 50th anniversary with the 50-year-old Charles W. Hoyt Co., New York. Among them were Al Leininger, vp of Parents' Magazine; Everett (Red) Hoyt, agency president; Winthrop Hoyt, chairman of the agency, and Harry Dunlap, publisher of Good Housekeeping. Cornelius B. (Con) Donovan is vp-media relations at Hoyt.*

THE BRITISH HAVE COME—*This picture alleges to depict Paul Revere pointing out to redcoat friends the new British Overseas Airways Corp. 75' lighted spectacular which went into action Feb. 1 with travel movies and animated cartoons in Times Sq., New York.*

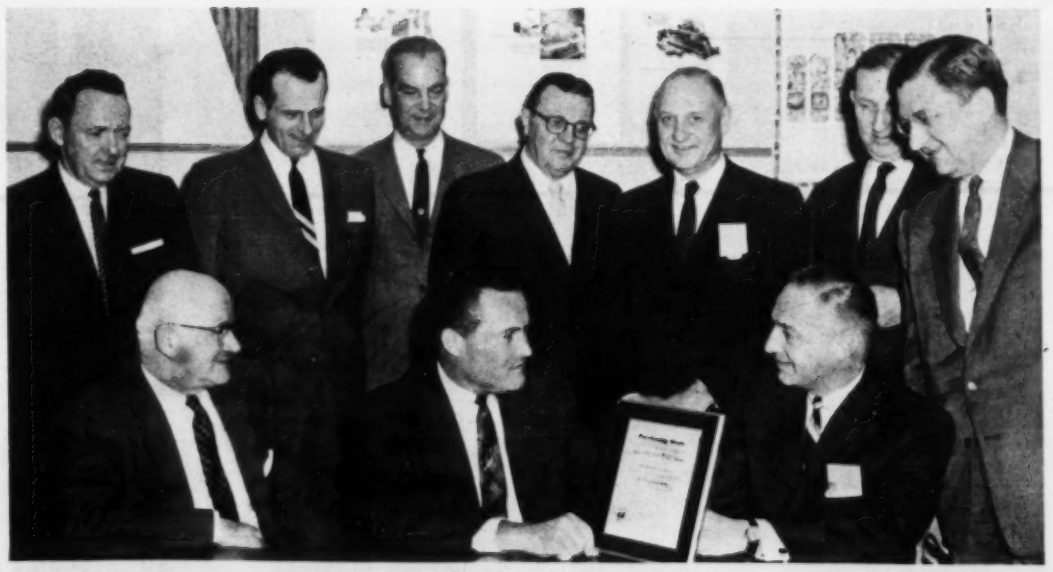
Mayer Duryea
Becker Drew

SIGN IN—*Robert A. Becker, of Burdick & Becker, watches Wallace T. Drew, marketing vp of Coty Inc., sign the contract appointing Burdick & Becker to handle Coty's new line of treatment products. Overlooking the ceremony are Coty advertising director David Mayer and Bill Duryea of Burdick & Becker.*

SPRING—*Lovely Lily Rheborg uses the Green Thumb gloves to dramatize the Libby, McNeill & Libby Green Thumbs in-store promotion for this spring. Dealers are now receiving kits with shelf talkers, wrap-arounds, etc., for the promotion.*

QUICK DISPLAY—*This one-piece oval floor stand for a new Nescafe promotion sets up in three seconds or less.*

IT'S SPRING, ALMOST—*These posters are part of an outdoor campaign to start Feb. 15 for Studebaker-Packard's Lark, continuing through spring. Outdoor budget is up 15% over last year. D'Arcy Advertising Co., New York, is the agency.*



Sweeney Janensch McDonald Skoner Paxton Paeth Hlava
Orwig Rosene Shaw

EXCELLENCE-IN-ADVERTISING—*DoAll Co., Des Plaines, Ill., and its agency, Buchen Co., Chicago, won the Purchasing Week award for excellence in advertising which fulfills "the information needs of purchasing executives" during 1959. Present at luncheon where the award was made were, from DoAll: V. J. Sweeney, assistant to the chairman of the board; L. J. Skoner, vice-chairman of the board; C. H. Rosene, director of advertising; P. Janensch, director of sales personnel, and M. E. Hlava. From Buchen: J. M. McDonald, chairman of the board; H. I. Orwig, vp, and L. A. Paeth. From Purchasing Week: Steven J. Shaw, district manager, and Al Paxton, vp, McGraw-Hill Publishing Co.*

"MOMMY, WHY CAN'T DADDY WORK LIKE THE MAN IN THE GROCERY STORE AND COME HOME EVERY NIGHT AT SIX?"

The women in Richard Nixon's life are quite a trio: One wants him to get a new job (but not the job you think), one wishes he were a baseball player, one overrules him on a vital domestic matter – who's to press his trousers! In the February issue of the Ladies' Home Journal, an article called "The Nixons at Home" is as full of surprises as anything you're likely to come across on the Republicans' leading candidate. The Journal has printed it because the personal lives of such public figures are of particular interest to women who may (as has been predicted) outnumber men at the polls in November. No other magazine so completely encompasses the range of women's interests . . . commands greater attentiveness . . . reaps richer rewards for its advertisers. Journal readers look to its pages for information on practical subjects, illumination on perplexing ones. By the same token, they linger over, and respond to, its advertising messages. All for one gloriously simple reason: this is the magazine that women believe in. (Which is why, year after year, the Journal is the *No. 1* magazine for women–first in circulation, first in newsstand sales, first in advertising.)

LADIES' HOME JOURNAL A CURTIS PUBLICATION

Prudential Names Riedl

Prudential Home Owners Club, S. Orange, N.J., has named Riedl & Freede, Clifton, N. J., its agency.

BACON KNOWS
MAGAZINES!

We specialize in magazine clipping. Our list covers 3500 business, farm and consumer magazines—a complete blanketing of the American magazine field as listed in Bacon's Publicity Checker. You can check your own publicity, competition's publicity, competitive advertising or subject research. Here is the complete service for magazines. Best coverage, fastest service, highest accuracy.

★ BUSINESS ★ FARM
★ CONSUMER

Send for Booklet No. 59
"Clippings Benefit Business"
BACON'S CLIPPING BUREAU
14 E. Jackson Blvd., Chicago 4, Illinois
WA bash 2-8419

Information for Advertisers

"Doing Business Abroad," a special report giving basic planning data for developing an export sales program, is available from the western divisional office of the **National Key Co.**, 8983 Sunset Blvd., Los Angeles 46.

• **Reader's Digest** has published two reports, one on the "Characteristics of *Reader's Digest* Primary Households & Readers," including possessions and buying record. The other report, dealing with its circulation, gives a breakdown by states, counties, cities and metropolitan areas. Additional information is available from Fred D. Thompson, advertising director, *Reader's Digest*, 230 Park Ave., New York 17.

• "A Prime Target for Prestige Products & Services," a promotional booklet on **A.M.A. News**, in flip-chart form, has been published by the **American Medical Assn.** Copies are available from Joan M. Goodwillie, sales promotion supervisor, American Medical Assn., 535 N. Dearborn St., Chicago 10.

• "Superalloys by Vacuum Induction Melting," a 36-page brochure describing a process which produces alloys for aircraft and missiles, has been published by the metals division, **Kelsey-Hayes Co.** Copies of the brochure may be obtained from P. W. Nolan, Dept. 17, Metals division, Kelsey-Hayes Co., New Hartford, N. Y.

• **Platka Export Co.**, Fort Wayne, Ind., serving as export manager for a number of U. S. manufacturers, has published a brochure, "Increase Your Sales in World Markets," explaining its services. Copies are available from Platka Export Co., 2833 S. Calhoun St., Fort Wayne.

• A booklet on "33 Basic Ideas on How to Give Your Business a Shot in the Arm," has been published by **Action Advertising Corp.** Copies are available from Action Advertising Corp., 150 Broadway, New York 38.

• A market and media data folder on **"Canadian Variety Merchandising** for 1959-60" is available from George Keefe, promotion manager, **Wallace Publishing Co. Ltd.**, 146 Bates Road., Montreal 26.

• A major survey of selling ideas for the automobile industry, "What's in It for You?" has been published by **Life.** The booklet contains opinions and suggestions collected in "brainstorming" sessions from 3,000 automobile dealers from all sections of the country. Additional information is available from John Kay, **Life,** Time & Life Bldg., New York 20.

• "Beauty Secrets Trends, 1955-1959," a 33-page report containing a compilation of consumer product usage data from its Consumer Panel Beauty Secrets Reports, 1955, 1957, 1959, has been published by **Good Housekeeping.** Copies of the study are available, free of charge, from Lorna Opatow, research director, **Good Housekeeping,** 57th St. at 8th Ave., New York 19.

• A portfolio containing samples of public relations and publicity results obtained by the **Business Mail Foundation** during 1959, plus reprints of newspaper stories, wire service articles, and interviews on major network television and radio shows, is available without charge, by addressing a request upon company letterhead, to the Business Mail Foundation, 130 E. 59th St., New York 22.

• A compact, pocket-size booklet detailing the average "percentage of sales" invested annually in advertising by sellers in 52 different retail and service businesses has been published by the **Radio Advertising Bureau.** Additional information on "Retail Ad Budget Guide," may be obtained from the Radio Advertising Bureau, 460 Park Ave., New York 22.

• A booklet reviewing the changing trend in European-American trade, "The Curtain Is Up," has been published by the **New York Times.** Additional information on the booklet, based on a series of speeches given throughout Europe by Dr. Eric W. Stoetzner, **Times** director of foreign advertising, may be obtained from Mark E. Senigo, **New York Times,** Times Square, New York 36.

• A market trend toward all-inclusive automotive service, maintenance and repair work by an increasing number of gasoline service stations is shown in a survey published by the **Gasoline Retailer.** Copies of the survey are available from the **Gasoline Retailer,** 17 Union Square, New York 3.

• **Suburban Clock Advertising Corp.** has published a 14-page marketing report on shopping centers which covers the effective radii of regional, local and neighborhood centers, frequency of trips by consumers and types of merchandise purchased. Additional information may be obtained from Suburban Clock Advertising Corp., 2 West 45th St., New York 36.

• A market and media data folder on **Genie-Construction,** has been published by **Wallace Publishing Co. Ltd.** Additional information is available from Wallace Publishing Co. Ltd., 146 Bates Rd., Montreal 26.

• A series of six non-partisan convention and election booklets covering major political issues of the current election year, Democratic and Republican contenders for the Presidential nominations, tv and radio coverage and party promises and campaign slogans has been published by the **National Research Bureau,** 415 N. Dearborn St., Chicago 10. Further information may be obtained from the National Research Bureau, 415 N. Dearborn St., Chicago 10.

• A 20-page experimental pamphlet using a variety of tinted papers and color-related inks has been published by the National Aniline division of **Allied Chemical Corp.** as a result of research completed by Faber Birren, color consultant and author, on the readability of color-related ink on tinted papers, as opposed to black print on white paper. Copies of the brochure, "The Age of Reason for Color," may be obtained from Allied Chemical Corp., 75 West St., New York 6. #

BIGGEST BARGAIN—*Niagara Mohawk Power Corp., Syracuse, N. Y., underlines the low cost of electricity in a new campaign scheduled to run all year in its central and northern New York State area. Batten, Barton, Durstine & Osborn is the agency.*

KLH Research Buys Time; Will Not Run Commercials

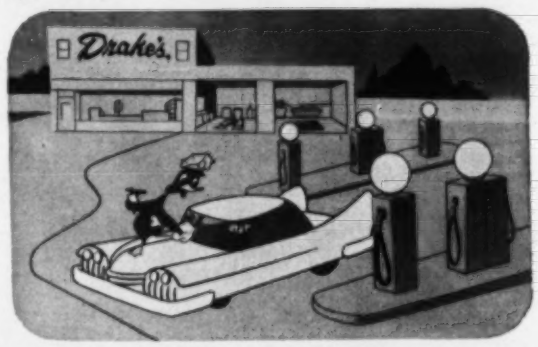
KLH Research & Development Corp., Cambridge, Mass., sponsor of Boston Symphony Orchestra broadcasts on WBCN-FM, Boston, has bought an additional 15 minutes following the symphony, in which no commercials will be broadcast.

The buy was negotiated because KLH was disturbed by hard sell commercials which had been following the symphony program. Irving Lande Associates, Boston, is agency for KLH, which makes loudspeaker systems for home music reproduction.

Mishawaka Boosts Clark

Mishawaka Rubber Co., Mishawaka, Ind., has promoted R. T. Clark, manager of advertising and sales promotion, to sales manager of the company's wholesale division. C. L. Barber, assistant manager of advertising and sales promotion, succeeds Mr. Clark.

"FILM SENSE" at work



Here's a "quack" salesman for Drake's Super Service Stations in Michigan. This web-footed whizz kid was hatched by Filmack "film-sense" to build a stronger awareness of product and symbol. Filmack's creative department put him through the animated paces to entertain as well as create a stronger association between a warm, friendly "Drake" and Drake gasoline stations. Live scenes followed to complete the selling job.

✻ Film-sense at work—the happy blending of creative ability, mechanical know-how and a staff ready to tackle your needs and your budget. To learn more about "film-sense," send for your copy of our new booklet explaining Filmack's many approaches to film problems.

FILMACK

TV COMMERCIALS • THEATRE FILMS
INDUSTRIAL MOTION PICTURES • SOUND SLIDEFILMS • SLIDES

1331 S. WABASH AVE., CHICAGO 5, HA 7-3395
630 NINTH AVE., NEW YORK 36, PL 7-0900
(Complete Production Facilities at Both Locations)

SAN DIEGO CALIFORNIA BUYS
swimsuits

Ten Leading Newspapers in Advertising Linage in 1959

Source: Media Records

	Total Advertising	Retail	General	Automotive	Financial	Total Display	Classified	Legal
Los Angeles Times (M&S)	78,690,743	38,792,240	8,048,989	2,294,316	2,683,700	51,819,245	26,861,407	10,091
Miami Herald (M&S)	60,267,704	31,934,450	5,236,040	2,607,181	1,950,712	41,728,383	18,397,889	141,432
New York Times (M&S)	60,056,995	24,273,090	15,708,245	1,541,780	2,467,926	43,991,041	16,029,067	36,887
Chicago Tribune (M&S)	56,237,322	30,942,023	9,276,687	1,505,434	1,405,617	43,129,761	13,093,200	14,361
Milwaukee Journal (E&S)	55,689,107	31,381,041	5,553,187	2,390,424	823,236	40,147,888	15,532,791	8,428
Cleveland Plain Dealer (M&S)	47,589,274	23,486,252	5,444,978	1,880,733	957,373	31,769,336	15,768,673	51,265
Washington Post (M&S)	44,491,452	24,690,756	5,839,133	2,375,216	824,776	33,729,881	10,683,013	78,558
Washington Star (E&S)	44,270,559	26,822,024	4,459,339	1,730,348	749,499	33,761,210	10,049,043	460,306
New Orleans Times-Picayune (M&S)	43,745,555	27,149,805	4,680,620	1,605,452	614,774	34,050,651	9,410,574	284,330
Cincinnati Enquirer (M&S)	42,328,964	22,670,303	4,534,904	1,754,940	543,048	29,503,195	12,704,520	121,249

Note: M-Morning; E-Evening; S-Sunday.

Westinghouse, General Mills Join in Leap Year Promotion

A leap year promotion is featuring the Westinghouse spoutless coffee maker and a heart-shaped cake made of General Mills' Softasilk cake flour. Color spreads are running during February in *Ladies' Home Journal* and *McCall's*, augmented by commercials on Westinghouse's "Desilu Playhouse" (CBS-TV).

The tie-in offers a $1 refund on the spoutless coffee maker when the warranty card enclosed in its package is submitted to General Mills along with a certificate packed in 1,000,000 boxes of Softasilk cake flour. The refund thus does not involve the appliance dealer, and is made regardless of the retailer's price. McCann-Erickson, New York, agency for Westinghouse's portable appliance division, created the promotion with the cooperation of General Mills and its Softasilk agency, Batten, Barton, Durstine & Osborn.

'American Machinist' Adds 'Metalworking' to Name

American Machinist, a McGraw-Hill publication, has changed its name, effective with the Feb. 8 issue, to *American Machinist Metalworking Manufacturing*.

"This change is being made," George Reppert, publisher of the magazine, said, "as a logical step to describe more accurately what the publication is." The change incorporates the present sub-title, the "Magazine of Metalworking Manufacturing," he said. The name change will involve no changes in editorial content, format or personnel, he said.

PUBLISHERS CLASSIFIED DEPARTMENT
9 S. CLINTON ST., CHICAGO 6, ILLINOIS
Please send
"MAGAZINE CLASSIFIED BY THE MILLIONS"
.....
.....
.....

San Diego's apparel store sales totaled more than $77 million last year; general merchandise store sales exceeded $133 million; drugstore sales topped $45 million.* San Diego is the third largest market in the West and the fastest growing metropolitan area in the United States. You will sell San Diego best through two dominant daily newspapers: *The San Diego Union* and *Evening Tribune*.

The San Diego Union | EVENING TRIBUNE SELL SAN DIEGO

*Source: Economy Research Department, Union-Tribune Publishing Company; 1958 Census data adjusted to 1959 Taxable Sales

"The Ring of Truth" Copley Newspapers

15 Hometown Daily Newspapers covering San Diego, California — Springfield, Illinois — Northern Illinois — and Greater Los Angeles. Served by the Copley Washington Bureau and the Copley News Service.

REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

Percentage of Sales Invested in Advertising in 1957-1958 for 282 Separate Product Classifications

For the fourth successive year, ADVERTISING AGE presents what it regards as the most comprehensive and accurate set of figures assembled on advertising expenditures in leading industrial classifications.

This newest set is designated 1957-58. It is based on tax returns for calendar year 1957, or corporate fiscal years through June, 1958. According to Internal Revenue Service, roughly half the corporations included here report on the fiscal year basis.

The percentage of sales invested in advertising for all industrial groups has shown great stability throughout the period that AA has analyzed the IRS statistics. From returns for 1954, it was 1.09%. A year later, it dipped to 1.07%, and then returned to 1.09%. For 1957-58 it is 1.09%.

■ These figures, based on source material on file at the Internal Revenue Service, provide a useful index of advertising investment for 282 product or service classifications. The basic information comes from nearly 900,000 corporations, with advertising expenditures in excess of $7 billion.

Information for some of the major classifications included in this report is available in the preliminary statistics for corporations for 1957-58, published recently by the IRS. In order to obtain breakdowns by more precise industry classifications, ADVERTISING AGE obtained permission to go behind the published materials and examine the source books.

Whereas the published statistics cover only 77 general industry groups, it has been possible to obtain accurate information for more than 200 additional sub-groups. In dozens of instances these additional breakdowns are of great significance to those who look for an indicator of advertising expenditure ratios.

■ Once again, however, it is important to keep in mind the limitations which are inevitable in any statistics based on tax forms. In particular:

1. Individual companies determine for themselves the kind of expenditures they wish to classify as advertising for tax purposes. In most instances, therefor, they undoubtedly include expenses other than that incurred for the purchase of time and space, or in the preparation of promotional material.

2. Some companies get "misclassified." Under our tax system, corporations may file consolidated returns covering all affiliates if they wish. Where this happens, the total business of the corporate complex gets classified in the industry that accounts for the largest percentage of total receipts. This necessarily results in overstatement of some industries and understatement of others.

3. Industrial classifications may be too broad. Even with 282 classifications, groupings in many instances may be so broad that product lines with special advertising needs may be forced into categories where their distinguishing characteristics are blurred. In past years, situations have occurred where advertising managers found the ratio for their "industry" was out of line with the experience of their particular company. Often the explanation was in the fact that the advertising needs of their product were not typical of the needs of other companies with other products which had been classified in the same industrial group.

■ Despite these limitations, results for individual industries have proven to be consistent with the best information from other sources.

For most classifications, the ratio was computed by comparing advertising expenditures with gross receipts from sales and operations (receipts from sale of merchandise and services). Footnote at the end of the tabulation explains how percentage was arrived at for the financial, insurance, real estate and lessors of real property categories.

Industry	Per Cent
All Industrial Groups	1.09
Agriculture, Forestry, Fishery	0.64
Farms and Agricultural Services	0.66
Forestry	0.10
Fishery	0.06
Mining and Quarrying	0.15
Metal Mining	0.03
Iron	—
Copper, Lead, Zinc, Gold, Silver	0.01
Other Metal Mining	0.08
Anthracite Mining	0.43
Bituminous Coal and Lignite Mining	0.08
Crude Petroleum and Natural Gas Production	0.16
Crude Petroleum, Natural Gas and Natural Gasoline	0.09
Oil, Gas-Field Contact Services	0.33
Nonmetallic Mining and Quarrying	0.31
Stone, Sand and Gravel	0.26
Other Nonmetallic Mining and Quarrying	0.71
Construction	0.20
General Building Contractors	0.15
General Contractors, Not Building	0.14
General Contractors, Not Allocable	0.30
Special Trade Contractors	0.13
Other Construction	0.13
Manufacturing	1.29
Beverages	4.64
Nonalcoholic Beverages	5.17
Malt Liquors and Malt	6.87
Wines	4.36
Distilled, Rectified and Blended Liquors	2.40
Food, Kindred Products	1.99
Meat Products	0.59
Dairy Products	1.89
Canning Fruits, Vegetables and Sea Food	2.65
Grain Mill Products, Except Cereal Preparations	1.68
Bakery Products	2.80
Sugar	0.27
Confectionery	3.58
Cereal Preparations	4.83
Other Foods, Including Manufactured Ice and Flavoring Syrups	4.10
Food and Kindred Products Not Allocable	6.83
Tobacco Manufacturers	4.78
Cigars	2.53
Other Tobacco Manufacturers	5.42
Textile Mill Products	0.70
Yarn, Thread (Cotton, Wool, Silk, Synthetic Fiber)	0.65
Broad Woven Fabrics (Wool, Worsted)	0.54
Broad Woven Fabrics (Cotton)	0.56
Narrow Fabrics, Small Wares (Wool, Cotton, Silk, Synthetic Fiber)	0.42
Knit Goods	1.06
Dyeing, Finishing Textiles, Except Knit Goods	0.34
Carpets, Other Floor Coverings	2.05
Hats, Except Cloth and Millinery	2.12
Other Textile Mill Products	0.51
Textile Mill Products Not Allocable	0.46
Apparel, Products Made from Fabrics	0.95
Men's Clothing	0.91
Women's Clothing	1.20
Millinery	0.33
Fur Goods	0.92
Other Apparel and Accessories	1.26
Other Fabricated Textile Products	0.73
Apparel and Products Made from Fabrics Not Allocable	0.63
Lumber, Wood Products, Not Furniture	0.43
Logging Camps, Logging Contractors, Sawmills and Planing Mills	0.23
Millwork, Plywood, Prefabricated Structural Wood Products	0.80
Wooden Containers	0.17
Other Wood Products	0.66
Furniture and Fixtures	1.30
Furniture—House, Office, Public Building and Professional	1.45
Partitions, Shelving, Lockers; Office and Store Fixtures	0.92
Window and Door Screens, Shades, Venetian Blinds	1.58
Other Furniture and Fixtures	1.18
Paper and Allied Products	0.72
Pulp, Paper and Paperboard	0.75
Paper Bags, Paperboard Containers and Boxes	0.24
Pulp Goods and Other Converted Paper Products	1.56
Printing, Publishing, Allied Industries	0.56
Newspapers	0.12
Periodicals	0.28
Books	2.58
Commercial Printing, Including Lithographing	0.54
Other Printing and Publishing	1.13
Printing, Publishing and Allied Industries, Not Allocable	1.08
Chemicals and Allied Products	3.49
Industrial Inorganic Chemicals	1.02
Industrial Organic Chemicals, Including Plastic Materials, Synthetic Rubber and Synthetic Fibers	0.94
Drugs and Medicines	10.27
Soap and Glycerin, Cleaning and Polishing Preparations, Etc.	7.93
Paints, Varnishes, Lacquers, Etc.	1.45
Perfumes, Cosmetics and Other Toilet Preparations	14.68
Fertilizers	0.54
Oils and Fats, Animal and Vegetable, Except Edible Cooking Oils	0.31
Other Chemical Products	1.23
Chemicals and Allied Products, Not Allocable	3.92
Petroleum and Coal Products	0.49
Petroleum Refining	0.49
Other Petroleum and Coal Products	0.82
Rubber Products	1.21
Tires and Inner Tubes	1.88
Other Rubber Products, Including Rubberized Fabrics and Clothing	1.05
Leather and Products	1.13
Leather, Tanned, Curried and Finished	0.31
Footwear, Except Rubber	1.32
Other Leather Products	1.21
Stone, Clay and Glass Products	0.80
Glass and Glass Products	0.89
Cement (Hydraulic)	0.35
Structural Clay Products	0.74

Industry	Per Cent
Pottery and Related Products	1.63
Concrete, Gypsum, and Plaster Products	0.81
Cut Stone and Stone Products	0.65
Abrasives, Asbestos, and Other Non-metallic Mineral Products	0.67
Primary Metal Industries	0.32
Blast Furnaces, Steelworks and Rolling Mills	0.24
Iron and Steel Foundries	0.26
Smelting, Refining, Rolling, Drawing and Alloying of Nonferrous Metals	0.81
Nonferrous Foundries	0.41
Other Primary Industries	0.38
Primary Metal Industries, Not Allocable	0.36
Fabricated Metal Products, Except Ordnance, Machinery and Transportation Equipment	1.00
Tin Cans and Other Tinware	0.41
Cutlery, Handtools and General Hardware	3.79
Heating Apparatus (Except Electrical) and Plumbers' Supplies	1.37
Fabricated Structural Metal Products	0.66
Metal Stamping, Coating and Engraving	0.54
Lighting Fixtures	1.25
Fabricated Wire Products	0.72
Other Fabricated Metal Products	0.76
Fabricated Metal Products, Not Allocable	0.64
Machinery, Except Transportation Equipment and Electrical	1.06
Engines and Turbines, Except Automotive, Aircraft and Railway	1.74
Agricultural Machinery and Tractors	1.02
Construction and Mining Machinery	0.77
Metalworking Machinery, Including Machine Tools	0.88
Special Industry Machinery	0.86
General Industry Machinery	1.05
Office and Store Machines	1.16
Service, Industry and Household Machines	1.96
Other Machinery Parts, and Machine Shops	0.89
Machinery, Except Transportation Equipment and Electrical, Not Allocable	1.08
Electrical Machinery and Equipment	1.79
Electrical Generating, Transmission, Distribution and Industrial Apparatus	1.72
Electrical Appliances	3.30
Insulated Wire and Cable	0.23
Electrical Equipment for Motor Vehicles, Aircraft and Railway Locomotives and Cars	1.47
Electric Lamps	0.93
Radio, Radar and Television Equipment (Except Radio Tubes) and Phonographs	2.03
Other Communication Equipment and Related Products	0.98
Other Electrical Products, Including Batteries	1.63
Electrical Machinery and Equipment, Not Allocable	2.07
Transportation Equipment, Except Motor Vehicles	0.25
Aircraft and Parts, Including Aircraft Engines	0.86
Ship and Boat Building and Repairing	0.38
Railroad Equipment, Including Locomotives and Streetcars	0.33
Motorcycles, Bicycles and Parts	1.10
Other Transportation Equipment, Except Motor Vehicles	1.51
Motor Vehicles and Equipment, Except Electrical	0.60
Motor Vehicles, Including Bodies and Truck Trailers	0.91
Motor Vehicle Parts and Accessories, and Passenger Trailers	0.71
Ordnance and Accessories	0.78
Guns, Howitzers, Mortars and Related Equipment, Including Small Arms	2.68
Small Arms Ammunition	1.61
Other Ordnance and Accessories	0.44
Scientific Instruments; Photographic Equipment, Watches, Clocks	2.33
Professional, Scientific and Controlling Instruments, including Photographic and Optical Goods	2.08
Watches, Clocks and Clockwork Operated Devices	5.57
Other Manufacturing	1.50
Jewelry (Precious Metal), Silverware, Plated Ware	2.19
Costume Jewelry, Except Precious Metal	2.53
Fabricated Plastic Products, Except Plastic Materials	0.97
Manufacturing Not Elsewhere Classified	1.59
Public Utilities	0.36
Transportation	0.71
Railroads, Railway Express	0.07
Urban, Suburban and Interurban Railways (With or Without Buses)	0.10
Trucking and Warehousing	0.32
Other Motor Vehicle Transportation, Including Taxicabs and Buses	0.71
Pipeline Transportation	0.003
Water Transportation	0.33
Air Transportation and Allied Services	2.68
Services Incidental to Transportation	0.59
Other Transportation	0.24
Communication	0.44
Telephone (Wire or Radio)	0.44
Telegraph (Wire and Radio)	0.78
Radio Broadcasting and Television	1.08
Other Communication	1.49
Electric and Gas Utilities	0.23
Electric Light and Power	0.24
Gas Production and Distribution, Except Natural Gas Production	0.25
Other Public Utilities	0.12
Water Supply	0.09
Public Utilities Not Elsewhere Classified	0.14
Trade	1.00
Wholesale	0.53
Commission Merchants	0.52
Other Wholesalers	0.54
Food	0.48
Alcoholic Beverages	1.55
Apparel and Dry Goods	0.50
Chemicals, Paints and Drugs	1.61
Hardware, Electrical Goods, Plumbing and Heating Equipment	0.59
Lumber, Millwork and Construction Materials	0.36
Machinery and Equipment	0.49
Farm Products (Raw Material)	0.09
Wholesalers Not Elsewhere Classified	0.39
Wholesalers Not Allocable	0.33
Retail	1.48
Food	0.84
General Merchandise	2.48
Department Stores	2.81
Mail-Order Houses	9.05
Variety Stores	0.74
Other General Merchandise	1.53
Apparel and Accessories	2.55
Furniture and House Furnishings	3.23
Automotive Dealers and Filling Stations	1.05
Automobiles and Trucks	0.86
Parts, Accessories, Tires, Batteries	1.35
Filling Stations	0.84
Drug Stores	1.19
Eating and Drinking Places	0.86
Building Material and Hardware	0.75
Lumber and Building Materials	0.77
Hardware and Farm Equipment	0.93
Other Retail Trade	1.38
Liquor Stores	0.46
Jewelry Stores	4.64
Other Retail Stores	1.16
Retail Trade Not Allocable	1.00
Trade Not Allocable	1.10
Finance, Insurance, Real Estate and Lessors of Real Property	0.92
Finance	1.39
Banks and Trust Companies	1.32
Banks and Trust Companies Other Than Mutual Savings Banks	1.42
Mutual Savings Banks	1.04
Credit Agencies Other Than Banks	1.96
Savings and Loan, Building and Loan Associations	2.62
Personal Credit Agencies	2.08
Business Credit Agencies	0.45
Other Credit Agencies	0.84
Credit Agencies and Finance Not Allocable	0.68
Holding and Other Investment Companies	0.13
Operating Holding Companies	0.12
Other Investment and Holding Companies	0.18
Security and Commodity-Exchange Brokers and Dealers	1.73
Insurance Carriers and Agents	0.27
Insurance Carriers	0.19
Life Insurance Companies	0.02
Mutual Insurance, Except Life or Marine or Fire Insurance Companies Issuing Perpetual Policies	—
Other Insurance Carriers	0.22
Insurance Agents and Brokers	1.21
Real Estate, Except Lessors of Real Property Other Than Buildings	1.03
Real Estate Operators, Including Lessors of Buildings	0.30
Developers of Real Property, Including Traders on Own Account	1.88
Real Estate Agents, Brokers and Managers	6.42
Title Abstract Companies	1.40
Other Real Estate, Except Lessors of Real Property Other Than Buildings	2.84
Lessors of Real Property, Except Buildings	0.56
Agricultural, Forest and Similar Properties	0.05
Mining, Oil and Similar Properties	0.21
Railroad Property	—
Public Utility Property	—
Other Real Property, Except Buildings	0.09
Services	1.73
Hotel and Other Lodging Places	2.16
Personal Services	1.64
Laundries, Cleaners and Dyers	1.19
Photographic Studios, Including Commercial Photography	2.02
Other Personal Services	3.55
Business Services	0.88
Advertising	0.80
Other Business Services	0.77
Automotive Repair Services and Garages	0.99
Miscellaneous Repair Services, Hand Trades	0.97
Motion Pictures	3.56
Motion Picture Production	2.13
Motion Picture Theaters	6.13
Amusement, Except Motion Pictures	2.45
Other Services, Including Schools	2.45
Nature of Business Not Allocable	1.47

Note: Percentages shown for "Finance, Insurance, Real Estate and Lessors of Real Property" category, and the 32 sub-groups under this main category, are percentages of total compiled receipts, which include interest, dividends, royalties, etc., as well as sales.

Runs First Four-Color Ad

First National City Trust Co. of New York, ran the first full-color ad in its history in *U.S. News & World Report*, Feb. 1. The ad, illustrated with a location shot in Nassau, is also scheduled for *The New Yorker*, Feb. 13; *Social Spectator*, February; and the March *Holiday*. The ad promotes the trust company's investment advisory account service and the parent First National City Bank. Mogul Williams & Saylor, New York, is the agency.

Heinz, Socony Set Spot Drive

H. J. Heinz Co., Pittsburgh (Maxon Inc.), will run a spot tv test in six markets for its new concentrated tomato juice, beginning March 2. An average of three stations per market will be used, with six to eight minute announcements per week per market. In other spot tv campaigns, Socony Mobil Oil Co., New York (Compton Advertising), is using minutes and 20-second spots in prime time in 50 to 100 markets for Mobil oil.

Carr, Piehl to Million Market

John Carr, former national advertising manager, *Philadelphia Daily News*, and Harry Piehl, former manager of *McCall's* use-tested program, have joined the sales staff of Million Market Newspapers, New York.

'Ingenue' to Go Monthly

Ingenue, a bi-monthly for teen agers put out by Dell Publishing Co., will appear monthly starting with its August issue. Dell said *Ingenue's* circulation base of 400,000 will remain the same "for the present."

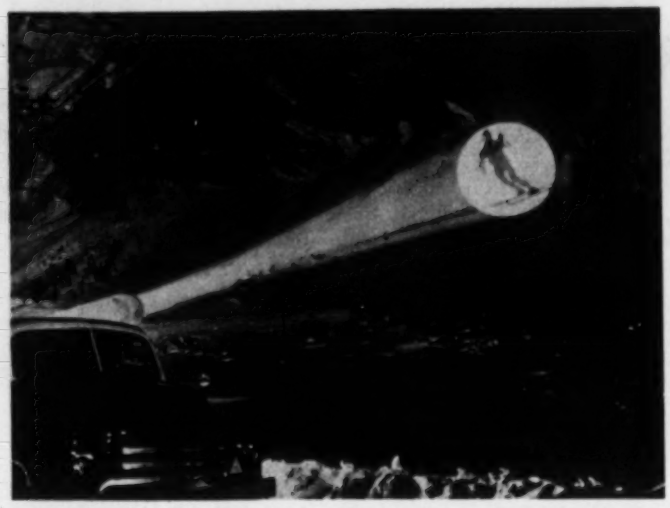
JERE PATTERSON & ASSOCIATES
INTERNATIONAL ADVERTISING AND MARKETING COUNSEL
9 Rockefeller Plaza, New York 20, N.Y.

Saturate Mississippi's Top Market*

You reach over 90% of all homes in Jackson—the State's retail trade Center with the CLARION LEDGER and . . . JACKSON DAILY NEWS

* Plus reaching 10% to 90% of all homes in 31 surrounding counties

THE CLARION ★ LEDGER AND JACKSON DAILY ★ NEWS
Jackson, Mississippi
Mississippi's First Newspapers • Represented by the Katz Agency, Inc.
Co-Owners WJTV (TV) WSLI (Radio)



SKY'S THE LIMIT—*This is how the "Skyjector," a powerful new arc-lamp, will operate as a new advertising medium. Unexcelled Chemical, New York, which owns the rights to use the cannon-like machine in the western hemisphere, intends to lease it to seven advertisers at $1,000,000 a year for the purpose of projecting commercial and public announcements on clouds, mountain sides, skyscrapers and dams around the U.S.*

New Medium—Cloud 9? ..

Unexcelled Offers Skyjector Use to Project on Clouds

Company Hopes to Line Up 6-7 Advertisers at $1,000,000 Apiece

NEW YORK, Feb. 9—A new advertising medium—projecting slides on clouds as much as five miles away—was introduced here last week.

Unexcelled Chemical, producer of chemicals and aluminum products, announced it had purchased the rights to a Swiss-made Skyjector, a powerful cannon-like arc lamp, for use in the western hemisphere.

The Skyjector can project a 1,000-yard-wide picture on a cloud five miles away—an enlargement 25,000,000 times the original size of the slide, said John M. Crosby, 32-year-old president of Unexcelled. He called the machine "a new dimension" in advertising.

The company intends to lease the machine—there is currently only one—to six or seven advertisers at $1,000,000 each per year. The Skyjector will tour the 50 largest cities—with due respect to the change of seasons—not staying in one city more than five days.

During that time, advertisers will use the machine alternately, with each of the seven participants limited to a 45-minute message each night. Cost of the 45-minute periods will amount to about $3,000. The seven principal advertisers may subcontract for portions of their allotted time with other advertisers. Time will be allotted for public service announcements.

■ With respect to the possibility of inclement weather curbing the device's usefulness, Mr. Crosby said that advertisers will have to consider the "low cost" and "take that chance with us."

"Unexcelled Chemical does not intend to consider its license to this invention as a license to throw pictures and messages indiscriminately in the clouds over a public reservation area, or atop a mountain which is a national monument," Mr. Crosby said. The machine "will be restricted by a policy designed to protect the best interests of the American public and the advertising profession.

"None of the objections leveled against conventional forms of outdoor advertising apply to the Skyjector. It projects its message, where warranted, without altering, marring, or cluttering up the landscape. It comes, it goes, and it leaves no scar," he said.

■ The company, which is ordering one machine for Mexico City and one for Rio de Janeiro, is considering the possibility of using moving pictures and color, and Mr. Crosby hinted it was even considering developing artificial clouds.

Unexcelled, which invested more than $1,500,000 in the machine, has no agency for Skyjector and is acting as its own leasing agent. It uses Wade Advertising for its Baby Bottom Bath and is currently considering several agencies for other products.

■ Commenting on the announcement, an outdoor advertising executive said that the machine "probably has some interesting uses," but added, "They will have to voluntarily control exposures of the medium, as we do." #

Need Source Material For a Campaign?

- Press Clippings can provide you with the necessary source material for a sales or advertising campaign based on actual events . . . can enable you to use real news rather than fictional situations to substantiate your claims and to convince your prospective customers. Invaluable for agency new business presentations. Interested in learning how we can serve you?

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y. Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

Witchel Organization Formed

Sam Witchel, formerly with Arthur Schmidt & Associates, has formed the Witchel Organization Inc., public relations company, with offices at 230 Park Ave., New York. Mr. Witchel is president, and Monroe B. Scharff, who remains president of Monroe B. Scharff & Co., is exec vp.

Beck Named Play-Doh A.M.

John L. Beck, formerly sales promotion manager of Rainbow Crafts, Norwood, O., manufacturer of Play-Doh and Wood-Doh modeling compounds, has been promoted to advertising manager, a new post.

Coming Conventions

Feb. 17. Business Publications Audit of Circulation Inc., annual meeting, Sheraton-Blackstone Hotel, Chicago.

Feb. 22-23. Inland Daily Press Assn., 75th anniversary meeting, Drake Hotel, Chicago.

Feb. 22-24. International Advertising Assn., first Latin American convention, Caracas, Venezuela.

March 6-10. National Business Publications, annual spring meeting, Boca Raton Hotel and Club, Boca Raton, Fla.

March 14-15. New England Newspaper Advertising Executives Assn., winter meeting, Parker House, Boston.

March 17-19. Advertising Federation of America, 9th District, Hotel Cornhusker, Lincoln, Neb.

April 1-3. Eastern Intercity Conference of Women's Advertising Clubs, Sheraton-Biltmore Hotel, Providence.

April 3-7. National Assn. of Broadcasters annual convention, Conrad Hilton Hotel, Chicago.

April 5. Premium Advertising Assn. of America conference, in conjunction with the premium buyers exposition, Navy Pier, Chicago.

April 20-21. Associated Business Publications, fifth annual sales management seminar, Westchester Country Club, Rye, N. Y.

April 21. Assn. of National Advertisers, fifth annual workshop on Advertising to Business and Industry, Hotel Plaza, New York.

April 21-23. American Assn. of Advertising Agencies, annual meeting, Boca Raton Hotel and Club, Boca Raton, Fla.

April 22. Assn. of National Advertisers, workshop on Shows and Exhibits, Hotel Plaza, New York.

April 24-27. Continental Advertising Agency Network, annual convention, Fontainebleau Hotel, Miami Beach.

April 24-27. Annual sales promotion convention, National Retail Merchants Assn., Paradise Inn, Phoenix.

April 25-27. Sales Promotion Executives Assn., third annual national conference, Hotel Astor, New York.

April 25-28. American Newspaper Publishers Assn., annual meeting, Waldorf-Astoria, New York.

April 28-30. Advertising Federation of America, 5th District, Columbus, O.

May 1-4. National Newspaper Promotion Assn., annual convention, Westward Ho Hotel, Phoenix, Ariz.

May 2-4. Forty-fifth annual conference, Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

May 4-5. Direct Mail Advertising Assn., regional convention, Fairmont Hotel, San Francisco.

May 8-10. Magazine Publishers Assn., 41st annual spring conference, The Greenbrier, White Sulphur Springs, W. Va.

May 8-11. Associated Business Publications meeting, Hot Springs, Va.

May 12-15. Advertising Federation of America, 4th District, Beach Club Hotel, Fort Lauderdale, Fla.

May 13-14. Point-of-Purchase Advertising Institute, third annual meeting, Mayflower Hotel, Washington, D. C.

May 14-16. Advertising Federation of America, 2nd District, Skyline Inn, Mt. Pocono, Pa.

May 15-18. National Sales Executives, annual convention, Buffalo, N. Y.

May 23-25. Assn. of Railroad Advertising Managers, Diplomat Hotel, Hollywood, Fla.

May 26-31. National Federation of Advertising Agencies, annual management conference, Northernaire Hotel, Three Lakes, Wis.

June 1-3. International Advertising Assn., annual convention, Waldorf-Astoria, New York.

June 5-8. Advertising Federation of America, 56th annual convention, Hotel Astor, New York.

June 5-9. Assn. of Industrial Advertisers, annual convention, Shoreham Hotel, Washington, D. C.

June 15-17. American Marketing Assn., annual meeting, Hotel Leamington, Minneapolis.

June 19-24. National Advertising Agency Network, national conference, Oyster Harbors Club, Osterville, Mass.

June 20-24. First Advertising Agency Group, 32nd annual conference, Holiday Hotel, Dallas.

June 26-29. Advertising Assn. of the West, annual convention, Hotel Del Prado, Mexico City.

July 10-13. Newspaper Advertising Executives Assn., summer meeting, St. Francis Hotel, San Francisco.

July 10-16. Outdoor Advertising Assn. of America, annual meeting, to be held in conjunction with the International Congress of Outdoor Advertising, Royal York Hotel, Toronto.

Aug. 2-5. Third annual Advertising Age Creative Workshop, Palmer House, Chicago.

Sept. 21-23. Life Advertisers Assn., annual meeting, Essex House, New York.

Oct. 2-4. Advertising Federation of America, 7th District, Chattanooga, Tenn.

Oct. 9-13. Direct Mail Advertising Assn., 43rd annual convention. Americana Hotel, Bal Harbour, Fla

Oct. 12-15. Affiliated Advertising Agencies Network, annual meeting, Mountain Shadows Resort, Phoenix.

AT THE MET—*Women's Wear Daily is running a series of 25 pages in the Metropolitan Opera program, each ad praising a particular segment of the fashion industry. Rockmore Co., the agency, reports hundreds of requests for reprints. Above is the tribute to the bathing suit industry.*

Riker Mail Drive Aims to Keep Its Oil Customers Loyal

GARDEN CITY, N. Y., Feb. 9—To hold onto customers who might be thinking of changing suppliers or switching to other methods of home heating, Riker Oil Co. used a five-part direct mail campaign, in which a packet of oil, a book of matches, a game and a recording figured.

With its agency, Dickerman Advertising, New Hyde Park, N. Y., Riker developed the campaign to combat competition from large gas and electric utilities and from other oil companies. The series was designed to convey a feeling of personal concern for customers and create a corporate image of Riker.

The first letter contained a photo stamp of Norman D. Riker, president. The letter emphasized Riker's interest in its customers' heating problems and urged the use of an enclosed card to get more facts on oil heat.

■ The second mailing contained a sample of Riker fuel oil in a plio-film packet and pointed up the advantages of oil heat. With a third letter came a trick game, with copy comparing the gamble involved in solving the puzzle with the financial gamble taken by those who failed to use Riker oil.

A large book of matches, enclosed in a foil-lined envelope, accompanied the fourth letter, which plugged Riker's personal service. The fifth letter contained a record with a three-minute message from Mr. Riker explaining how "the facts" favor oil heat.

Riker indicated the campaign has helped build greater consumer loyalty. #

General Mills Sets New Push

General Mills will launch a new campaign for Betty Crocker cake mixes and an artificial fruit premium promotion with page, full color ads in the March 20 issues of *Parade* and *This Week Magazine*. The same ads will run in the March 27 issue of *Family Weekly* and independent supplements, and in the April issue of *Better Homes & Gardens*. Batten, Barton, Durstine & Obsorn is the agency.

Johnson Promotes Martin

Jerome C. Martin has been named to the new post of sales promotion manager of Johnson Motors, Waukegan, Ill. He joined Johnson's advertising department in 1955.

Better Books Issues Casebook of Winning Account Solicitations

CHICAGO, Feb. 9—Better Books Inc.'s advertising workshop division will publish in March the second series of "Solicitation & Presentation Techniques," with entirely new material on presentations and case histories of successful new business solicitations of recent years.

The first series was published in March, 1958, priced at $200. The first edition—only 100 copies—was sold in three weeks.

Thomas Erwin, Better Books president, said the first series was promoted by direct mail, plus four ads in ADVERTISING AGE. Three large printings followed and there will be a fifth this month.

■ "Of all the agencies that received our direct mail, and most of them did," said Mr. Erwin, "a spectacular 11.89% bought the book after a free examination."

Purchasers to date include almost 100% of the largest agencies, Mr. Erwin notes, and a substantial percentage of medium-size and small agencies—"even many one-man shops. A number of agencies bought from two to four copies," he said.

Last year arrangements were made for a German-language edition, which has sold 275 copies. Orders for the U.S. edition have thus far been received from 24 foreign countries. #

Radio-TV Group Elects

Ed McLaughlin, KEWB, San Francisco, has been elected president of the Radio-Television Alumni Assn. of San Francisco State College. Other officers include Ed Dunbar, Weed Television Inc., vp; Jack Armstrong, *TV Guide*, secretary; Jack Sampson, KCBS, treasurer, and Sonny Mitchell, Mitchell, Murray & Horn Advertising, member-at-large.

NEW—*The Conex division of Illinois Tool Works will launch a new campaign for its new line of all-plastic cups for vending hot drinks in vending industry publications. Lawrence, O. Holmberg Co., Chicago, is the agency.*

Jerrold Head Sells Stock to Loeb, Wrather

Milton J. Shapp, president of Jerrold Electronics Corp., Philadelphia, has sold 322,000 shares of Jerrold common stock to John L. Loeb, senior partner in Carl M. Loeb, Rhoades & Co., New York investment banking company, and 222,000 shares to Jack Wrather, head of Jack Wrather Organization, Beverly Hills, Cal., radio and tv show producer. Mr. Shapp and his wife retain 100,025 shares.

There will be no changes in Jerrold's management or personnel. Jerrold has 1,269,500 shares of common stock outstanding.

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1926
LOS ANGELES HALLIBURTON BLDG.
SAN FRANCISCO CENTRAL TOWER

You might work at a lathe, on a tractor, behind a counter, behind a desk. It makes no difference. No one is immune to the heart diseases, our nation's #1 health enemy.

Your Heart Fund is your #1 defense. Your contributions support heart research. You make it possible for your Heart Association to bring the latest research advances to your physician—and to protect your heart and all the hearts you love.

GIVE TO HEART FUND FIGHT HEART DISEASE

At GREATER CINCINNATI AIRPORT...or ANYWHERE

Of all the folks you see from ABC Cincinnati . . .

7 OUT OF 10

read the

CINCINNATI POST TIMES-STAR

*B. L. Schapker Market Research

Total ABC circulation, the largest daily in Cincinnati history . . .

267,672

The Newspaper that Spends the Evening with the Family

ROBERT K. CHANDLER
Manager, General Advertising Department
★
Represented by
The General Advertising Department
SCRIPPS-HOWARD *Newspapers*

Along the Media Path

A self-screening reader service card, designed so that electronic engineers and purchasing agents can request specific information and assistance, has been introduced by **Electronic Products.** Each new product release and advertisement is assigned a number, following the conventional reader service card format.

• Celebrating its 35th anniversary, **WTIC,** Hartford, Conn., devoted a large segment of its evening scheduling on Feb. 10 to rebroadcasting of programs aired over the station during the past 35 years. In several cases where recordings were not available, personalities appeared in person to recreate the broadcasts they had previously made.

• In conjunction with the Los Angeles 1960 Trailer Life Show, the **Los Angeles Mirror News** on Jan. 26 published a 12-page trailer tabloid section, of which eight and one-half were advertising.

• **Detroit Free Press** recently ran a page reprint of Charles H. Kellstadt's speech on the need for improving image advertising. Mr. Kellstadt, president of Sears, Roebuck & Co., gave the speech at the Newspaper Advertising Executives Assn. meeting in Chicago in January (AA, Jan. 25).

• **Le Devoir,** Montreal French language daily, marked its 50th anniversary with a 36-page special edition.

• **Ladies' Home Journal** will launch a program for department stores in February to increase the volume of telephone sales. The program, "Telephone Incentive Selling," based on research done by the *Journal* and Bell Telephone Co., will consist of *Journal* merchandising representatives training telephone sales people, who in turn will be given monthly copies of the *Journal,* as well as "spotlight" sheets which will feature six *Journal*-advertised items for each week.

• A special 32-page annual progress edition for western Virginia was published Jan. 17, by the **Roanoke Times** and **World-News.** In addition to the review for the 1950s, the report gave the projected circulation at the end of the 1960s, as well as foreseeable future goals and projects of the Times-World Corp.

• **Rack Merchandising,** Atlanta trade magazine, was presented an award for meritorious editorial service to the non-foods industry at the recent meeting in Chicago of Service Merchandisers of America.

• **Canadian Homes & Gardens** appeared on the newsstands Jan. 20 with a new name, *Canadian Homes:* a new cover; a new editorial approach and a new type face.

• The U.S. Marine Corps recently cited **WRCV,** Philadelphia radio station, for its participation in the annual "Toys for Tots" campaign.

• A free vacation trip to Miami Beach for four was offered as top prize as a climax to an intensive spot radio campaign on **WIBW,** Topeka, by Blaylock Drugs.

• Two new sections, "Report from Washington" and "How's Business," will be added to the **Boating Industry Magazine,** effective with the March issue. Addition of the new sections is part of a general redesign of the magazine, including a new, more readable type face and planned use of color.

• Classic statues, each wearing a set of earphones, are being used in a new multi-media consumer campaign by **KCBS,** CBS station in San Francisco. Media include outdoor posters, newspapers and spot radio.

• A 16-page special section showing, step by step, the planning, planting and landscaping of a modern American home lot, will be featured in the 10th anniversary issue of **Popular Gardening** in March.

• The General Federation of Women's Clubs paid tribute to **Good Housekeeping** on its 75th anniversary for its "tireless efforts to create a healthier, happier and more satisfying life for the American woman and her family."

• On an experimental basis, sixth grade students in the social studies class at Lincoln School, South Bend, Ind., have been using the **South Bend Tribune** as a textbook. Divided into six sections, with each section responsible for one news area, state, local, national, etc., reports are presented each day by each section. As one student gives the report, another points on a map to the localities concerned or holds up illustrative material.

• **National Broadcasting Co.** has published two promotional booklets, "Roadsigns to Sales" and "Auto Motives," on the use of television as an effective medium for stimulating sales in the automotive industry.

READ ALL ABOUT IT —*J.B. Ivey & Co., Charlotte, N. C., department store, used 50 bundles of the Charlotte Observer to tie in with window displays of ladies' silk spring prints, by building an abstract newsstand to emphasize its theme, "Read All About It."*

• **Los Angeles Evening Mirror News** introduced its new books-music-art pull-out section, a 12-page unit, in its Jan. 18, issue.

• An open house marked the completion of the move of **WBEN,** Buffalo, into new quarters at 2077 Elmwood Ave. Located in the former WBUF offices, WBEN added an office building and incorporated two additional am radio studios and one new fm studio.

• A rotogravure supplement devoted to home planning, decorating and furnishing will be published by the **Chicago Tribune** in its May 1 issue.

• Taking advantage of the unusual exploits of Ed Harvey, morning radio personality, including a balloon trip in which listeners were asked to guess where he would land, **WCAU,** Philadelphia, has published a brochure on the exploit for mailing to advertisers and agencies.

• A total of 154 department stores from coast to coast will back **Seventeen's** March promotion of Catch His Eye fashions for teen girls. The promotion will include dresses, sportswear, ensembles and rainwear.

• A $2,000 **McCall's** marketing scholarship for the best supermarket advertisement in local newspapers during 1959, is the new top award in *McCall's* 11th annual Super Market Institute newspaper awards program.

• **Flying** is currently conducting a campaign with page ads in *Fortune,* to acquaint private business with the advantages of company-owned airplanes.

• The **Detroit Times,** which has adopted a larger type face—Corona—with body type of news stories being set in 9 pt. on 10 pt. as compared to the old 8 pt. type on 8 pt. slugs, introduced three neighborhood zone sections Feb. 4.

• More than $11,200 was collected for a needy family in the annual Penny Pitch sponsored by **WOWO,** Fort Wayne. Listeners responded to the annual appeal by writing more than 19,000 letters enclosing donations.

• On Jan. 18 the **San Francisco Examiner** launched its new daily section, "Women Today." The section includes special features on family life, women's role in politics and finance, beauty lore, and comments on cafe society.

• The February issue of **Volume Feeding Management** appeared in a new "standard magazine" size, with a new type face. A new decor section was added and a section devoted to recipes has been made a regular editorial feature.

• **Department of New Laurels:**
Advertising linage in **Holiday** for the first quarter of 1960 totaled 210,665, a gain of 18.5% over the same period in 1959.

McCall's reports advertising revenue of $6,290,000 for the first quarter of 1960, an increase of 35.2% over the same period in 1958.

House Beautiful reports a total of 226 advertising pages for the first three months of 1960, a gain of 23 pages over the corresponding 1959 period.

Net paid circulation totaled 993,275 for the last six months of 1959 for **Playboy,** an increase of 11.6% over the same period the previous year.

Advertising linage in the **Cincinnati Enquirer** for 1959 totaled 40,712,728, a gain of 1,200,000 lines. #

ROBERT JAN 21 A.M. 1960 LA.
MARTIN JAN 18 1 5PM 1960 GA.
JACK JAN 18 A.M. 1960 ALA.
CHESTER JAN 21 11 AM 1960
REX JAN 20 A.M. 1960 CA.
GILBERT JAN 22 A.M. 1960 IOWA
BILL JAN 20 A.M. 1960 WYO.
HELEN JAN 22 9 AM 1960 GA.
ROGER JAN 22 11 AM 1960 CONN.
GEORGE 5 PM JAN 21 1960 IOWA

Cooper, McDonnell, Scolaro, Doyle, Riley
Whiteley, Courtenay, Herd, Savage, Schmidt, Lamade

POSTMARK ADVERTISING—*Grit's postmark advertising campaign comes to life at the annual sales meeting held in Williamsport, Pa., in January as some of the individuals attending the meeting hold up postmark blow-ups to identify themselves. Pictured are Robert Cooper, Martin McDonnell, Jack Scolaro, Helen R. Herd, Rex Riley, Roger Savage and George Schmidt of Scolaro, Meeker and Scott; Chester J. Doyle, of Doyle & Hawley; Gilbert E. Whiteley, advertising manager, Bill Courtenay, national ad department, and George R. Lamade, president, Grit Publishing Co.*

Clarkwood Buys WKAZ

WKAZ Radio, Charleston, W. Va., owned by Kanawha Valley Broadcasting Co., has been sold to Hartley L. Samuels, president of Clarkwood Broadcasting Co., owner of radio stations WDLB, Marshfield, Wis., and WWIS, Black River Falls, Wis.

Billings Opens on West Coast

A San Francisco office has been opened by Billings Advertising, Philadelphia, and Robert D. McKibbon has been appointed West Coast representative. The agency specializes in miniature displays in airline terminals.

Revlon Shifts $5,500,000 in Billing to Grey, W&L

(Continued from Page 1)

quire and other shoe products, an account it has held since before Knomark was acquired by Revlon two years ago. Knomark billings are said to approach $2,000,000.

• A Revlon cosmetics agency must bill at least $5,000,000 in order to make a profit and still keep the client happy, Revlon said in explaining its consolidation moves.

▪ The LaRoche resignation reportedly was written on Feb. 2 and handed to Revlon Feb. 4, at which time the company asked the agency to hold up its announcement until a new agency was appointed. LaRoche products involved are Love Pat, Moon Drops, Ultima, Intimate, Sun Bath, Baby Silicare, Silken Net and six others in developmental or test stages.

Board chairman Chester J. LaRoche explained the split thus:

"We have taken the step primarily because there is a basic difference between client and agency in the method of 'pursuing excellence.' We believe the best result is realized when there is an agreed upon plan to achieve specific needs through a specified series of actions.

"Revlon, on the other hand, finds the best results are achieved when action is determined by reaction to situations and competitive moves. Certainly there is merit in both philosophies, and many advertisers and agencies are partisans of each.

▪ "I do not mean to suggest in any way that Revlon has ever been unfair," he added. "They have been good business men, active in their own interests, but always open-minded. Our personal and financial relationships have been a matter of fair dealing all the way. Because of these and other favorable factors, our decision was long delayed and even now comes with a wrench.

"Our association has brought us many benefits. Revlon's interest in and regard for advertising is unrivaled. It is a privilege for any agency to work with a client who is constantly striving for better ads for better products."

▪ Products awarded to Grey include Love Pat, Moon Drops, Ultima cream and makeup, Sun Bath—all previously at LaRoche—and Top Brass and Hi & Dri, both previously at Mogul.

Warwick & Legler adds Intimate fragrance and Baby Silicare from LaRoche, and Aquamarine fragrance and Satin Set from Mogul.

▪ William Mandel, assistant to Revlon's president, Charles Revson, and his top adman since the departure of F. Kenneth Beirn two months ago (AA, Dec. 21), commended LaRoche for its "all-around service, dedication and loyalty." He went on to say that Revlon felt consolidation of its advertising permits more efficient operation in a field that "requires both swift and successful creative performance, but must also produce profit for the agency."

Revlon's two-year association with Warwick & Legler has blueprinted that billings in the $5,000,000 area offer important operating advantages to both client and agency, Mr. Mandel continued. He said the selection of Grey "was strongly influenced by its reputation for creativity in print and a strong broadcast background."

Revlon's recent broadcast experiences could not be called enviable. Some observers commented that its recent new product introductions, as well, have not lived up to expectations. It was thought further that advertising expenditures might not have been up to original plans.

▪ The LaRoche exit from Revlon comes almost exactly one year from the date Mr. Beirn resigned as president of LaRoche to join Revlon as vp in charge of advertising (succeeding George Abrams)—and two months after he left Revlon to go to General Development Corp. as a consultant. But LaRoche declared that there was no connection between any of these actions and its resignation.

Asked why the agency chose to make its resignation stand because of longtime differing advertising philosophies at this time, a LaRoche spokesman said it was done because "the account and relationships are in good shape right now." LaRoche has been a Revlon agency since October, 1954.

The Grey agency and Revlon have been thought to be wooing each other periodically for several years. Grey said its new account would present no conflicts with clients like Mennen and Procter & Gamble.

Observers speculated that the Mogul agency would now be free to solicit drug and cosmetic clients, despite its remaining ties to Revlon through Knomark.

▪ Revlon's other agencies are Charles W. Hoyt Co.; Kastor, Hilton, Chesley, Clifford & Atherton; Shaller-Rubin Co. and Jane Trahey Associates. In December, Heineman, Kleinfeld, Shaw & Joseph resigned after a little more than a year with the company.

This is the biggest agency upheaval in Revlon's agency ranks since September, 1957, when Batten, Barton, Durstine & Osborn announced the resignation of $7,000,000 worth of business. These billings were divided in such a way as to give LaRoche and Warwick & Legler $5,000,000 each, it was said at the time. Warwick & Legler was first appointed to the Revlon list in August, 1957.

Revlon was reported to be the 40th largest national advertiser in 1958, with total expenditures of $19,000,000—more than $6,000,000 of it in network tv, the largest single medium used. #

Newspaper Reps Told How TV Hiked All's Market Share

(Continued from Page 2)

though Oklahoma is a big user of local tv (it co-sponsors the Chicago White Sox and Chicago Cubs games, among other things), the company was unable to compete on tv during the winter months with competitive oil companies, he said. Thus, Oklahoma chose newspapers.

Mr. Vedder was one of four NL&B executives to talk to the newspaper representatives. The others were Paul C. Harper Jr., exec vp, who spoke on the organizational structure and history of the agency; James L. Isham, vp in charge of creative services, who discussed various campaigns created by the agency, and John S. Nagel, vp and director of new business. #

Maidenform Names Kantrowitz

Edward Kantrowitz, formerly advertising manager of Necchi-Elna Sewing Machine Corp., has joined Maidenform Brassiere Co., New York, as advertising manager.

Last Minute News Flashes

Advertisers Await Outcome of NBC-Paar Hassle

NEW YORK, Feb. 12—Some $10,000,000 to $13,000,000 in billings on NBC-TV's biggest grossing program, the "Jack Paar Show," were hanging in the balance today as AA went to press. On Thursday night Mr. Paar walked out on the show in a tiff over a censored segment. Mr. Paar's contract with the late show runs through the fall of 1962, and he is slated for two specials on NBC this spring. Whether the network can or will force him to live up to his contract remains to be seen. Announcer Hugh Downs will take over as a fill-in while NBC hopes Mr. Paar will decide to come back. A full house of sponsors was standing by to see what would happen. One of the most anxious clients was Bon Ami, which had arranged a March "name the chick" promotion for the Paar show and had scheduled a test print campaign on Dust-N-Wax using endorsement ads featuring Mrs. Paar and Mrs. Downs.

Newspaper Continuity Study Set for Fort Wayne

FORT WAYNE, Feb. 12—A research study which involves continuity of newspaper advertising will begin here about mid-March with an advertising campaign in the *News-Sentinel* and *Journal Gazette*. The study, which will cost more than $50,000, is being sponsored by Newsprint Industry of Canada. Also involved are the Bureau of Advertising, Harvard University and Advertising Research Foundation. Two advertisers—Sara Lee Kitchens and Adell Chemical Co. (Lestare)—reportedly will run 1,000-line b&w ads over a period of 20 weeks.

Loomweve Corp. Names Auerbach

LAWRENCE, MASS., Feb. 12—Loomweve Corp., manufacturer of floor coverings, has named Alfred Auerbach Associates, New York, its first agency.

Norman, Craig Wins Second Action Against Pabst

NEW YORK, Feb. 12—Norman, Craig & Kummel has won its second action against Pabst Brewing Co. with a settlement described by the agency as "satisfactory." NC&K had sued its former client to recover $90,000 paid to the American Federation of Radio & TV Artists after some Pabst programs had been reclassified from the "wild spot" rate. Earlier, NC&K sued Pabst successfully for $99,000 of final month's billing on the account (AA, May 4).

Mulock Joins McCann on Buick; Other Late News

• **E. McCord Mulock Jr.,** formerly with Grant Advertising, Detroit, where he was vp and creative service director on all accounts for the last six years, has joined McCann-Erickson, Detroit, to work on the Buick account as vp and account director. He will aid T. J. (Tim) King, vp and managing service director on Buick. Before joining Grant, Mr. Mulock had been with Campbell-Ewald, Detroit, for 16 years, mainly as associate copy director working on Chevrolet cars and trucks and other GM accounts.

• **Ogilvy, Benson & Mather,** New York, has started filming a revised Greek statue commercial for Ban, following approval of a storyboard by the sub-committee of the NAB tv code review board. Neither NAB nor the agency would say what changes were required to meet the objections raised by the code group (AA, Jan. 25). The revised version is due for airing about April 1. Most probable revisions: de-emphasis of the word "odor"; deletion of the reference to "mature male and mature female" and modification of the arrow scenes pointing to the glands.

• **Albert Shepard,** formerly exec vp and largest minority stockholder in Dr. Ernest Dichter's Institute of Motivational Research, has formed his own research company, Motivation Dynamics Inc., Mohegan Lake, N. Y. Mr. Shepard announced that he left the institute "in an atmosphere of mutually agreeable terms of amicable disengagement between Ernest Dichter and Albert Shepard." Dr. Dichter told ADVERTISING AGE: "We fired him."

• **Dr. Wallace H. Wulfeck,** exec vp of William Esty Co., New York, has been named vice-chairman of the board, a new post.

• **Robert Allen,** an account executive on Rival Packing Co. at Guild, Bascom & Bonfigli since 1959, has been named manager of the agency's Chicago office, a new post.

• **Wade Fairchild** has been named publisher of the new weekly newspaper for the metals and metalworking industry which Fairchild Publications, New York, will bring out in 1961 (AA, Dec. 28, '59). Mr. Fairchild, publisher of the company's *Electronic News*, also handles advertising for that publication, and may do the same for the new, as-yet-unnamed, metals weekly.

• **Stanford Smith,** assistant to the general manager of American Newspaper Publishers Assn. since 1953, has been appointed general manager of ANPA, effective Aug. 1. He succeeds Cranston Williams, manager of the newspaper organization since 1939. Mr. Williams, who will retire July 31, will continue with ANPA as a consultant.

• **The Federal Trade Commission** Friday (Feb. 12) charged that Chas. Pfizer & Co., Brooklyn, misrepresented pre-market testing for its drug, Enarax, in direct mail to doctors and in ads in nationally circulated medical journals. The complaint said the product had been neither clinically tested for more than a year nor tested on 512 patients as claimed in the ads, and said many "references" did not refer to Enarax but only to one of its components.

• **Smith Corona Marchant,** New York, will introduce a new "intermediate size" electric office typewriter—Electra 12—in a magazine campaign, breaking with a four-color page in the Feb. 22 issue of *Time*. The ads, via Cunningham & Walsh, use offbeat art—a secretary balancing the typewriter on her head—to gain maximum reader attention. Copy emphasizes price, which the company says is half that of standard office machines.

• **George A. Mentzer** has been named manager of trade advertising and sales promotion of B. F. Goodrich Chemical Co., Cleveland, succeeding George B. Koch, who moved up to the corporate ad staff.

• **MacLaren Advertising Co.,** Toronto, for the second year in a row, led all Canadian agencies in billings in 1959 with $29,800,000 (including capitalized fees of $1,700,000), compared with $27,400,000 in 1958. Cockfield, Brown & Co., which until 1958 had led the field for more than 25 years, billed $28,500,000 last year as against $26,100,000 in 1958.

Rep. Miller Seeks Tax-Free Status for Public Policy Ads

WASHINGTON, Feb. 11—A prominent House Republican volunteered today to spearhead a drive for legislation to clarify the right of business men to get tax deductions for any ads necessary to protect their right to do business.

The move was made by Rep. William E. Miller (R., N.Y.), newly elected chairman of the House Republican campaign committee, and second senior Republican on the House judiciary committee. His bill (H.R. 10,272) was referred to the House ways and means committee, which handles tax legislation.

In introducing the bill, he said recently adopted Internal Revenue Service rules which ban tax deductions for ads designed to influence legislation or elections are "broad, ambiguous" and "'are no guidelines for the government or the affected business men.

▪ "With the ever-expanding impact of government activities, at all levels of government, in the daily lives of our citizens, any action that may curtail the freedom of expression of views on such matters should be examined very carefully," Rep. Miller declared.

"Our Constitution expressly guarantees the rights of free speech and a free press and the right to petition the Congress. The tax laws should not be invoked as an indirect means of curtailing any of these basic freedoms of expression.

"The Congress should immediately undertake a review of the problems raised by this regulation for it appears that the only appropriate clarification can come through congressional action. Any action of the government that affects a person's business or right to do business should be a permissible tax expense.

"Congress should express this philosophy in clarifying legislation that makes it absolutely clear it is the sharply defined national policy to encourage, not repress, freedom of expression." #

W. H. ROBINSON JR.

BOSTON, Feb. 9—W. H. Robinson Jr., 57, marketing manager of General Electric's miniature lamp division, Nela Park, O., was killed Feb. 6 in a four-car traffic accident here, in which 13 persons were injured. He was in Boston to attend a business meeting.

A graduate of Massachusetts Institute of Technology, Mr. Robinson joined GE in 1925. He came to the miniature lamp division in 1942, was named advertising manager in 1945 and marketing manager in 1955.

A native of Boston, Mr. Robinson was a resident of Shaker Heights, O.

ERNEST W. LAWSON

LYNN, MASS., Feb. 9—Ernest W. Lawson, 59, publisher of the *Daily Evening Item*, died Jan. 29 in North Easton, Mass.

A native of North Easton, he began his newspaper career with the now defunct *Times*, in Brockton, later moving to the *Enterprise*, also in Brockton. He left his job as advertising director of the old *Post*, Worcester, to become publisher and general manager of the *Item*.

MRS. GEORGE B. DEALEY

DALLAS, Feb. 9—Mrs. George Bannerman Dealey, 96, chairman of the board of A. H. Belo Corp., which publishes the *Dallas News*, died Jan. 28. She was the widow of G. B. Dealey and became board chairman following her husband's death in 1946. Her son, E. M. (Ted) Dealey, is president of Belo Corp.

New FTC Cigaret Ad Policy Is Seen as 'Containment'

(Continued from Page 1)
use of tar and nicotine claims is concerned.

■ No one will say it for publication, but current FTC thinking seems to involve a re-interpretation of Point 2 of the cigaret advertising guides which the commission issued nearly five years ago.

This guide says claims with respect to nicotine, tar, filters and other features cannot be made unless "the claim is true, and if true, that such difference or differences are significant." It is being read as if it said "are (physiologically) significant."

In support of this interpretation, commission people cite the court's decision in the 1950 P. Lorillard case. Here the judge, evaluating the question as to whether one cigaret was less irritating than another, decided differences between brands were not significant to the health of the smoker.

This re-interpretation of the 1955 guide reflects a stiffening of the government's attitude toward cigarets.

■ When the guides were drafted in 1955, the Lorillard and other cases had established the commission's right to act against ads that claimed cigarets could be smoked without irritating membranes of the nose and throat. But the big health issue had yet to arise.

But the "tar derby" broke out in earnest in late 1957. FTC was convinced there actually were significant differences in tar and nicotine produced by the various brands of filters and king-size cigarets which were appearing on the market, but in early 1958 it moved to get the "tar derby" under control by calling for the promulgation of a standard tar and nicotine test.

Apparently the commission was not particularly sensitive to the health problem at that time. In any event, Charles Grandey, the chief of the bureau of consultation, wrote tobacco companies: "The establishment of uniformity in the testing of cigarets to determine the content of their smoke will enable the commission's staff to accurately evaluate advertising claims for them."

■ All tobacco companies, and a number of other experts, including representatives of independent testing laboratories, turned up for a two-day meeting with Mr. Grandey and his staff in February, 1958. Top experts in the field outlined their procedures, and offered to help FTC try to develop a standard test which could be used by everyone.

The commission had found that almost everyone was using the constant volume puff procedure developed by American Tobacco Co. in 1937. But results differed for many reasons, including the solvent used to "catch" the tar and nicotine, and the frequency of the puff.

One major obstacle was butt length. Many researchers advocated that cigarets be smoked down to a 23 mm butt. This was acceptable for regular cigarets which were 70 mm long, but was opposed by makers of 85 mm king-size cigarets.

With a standard 23 mm butt length, the king-size showed up badly in comparison with regulars. On the other hand, if the standard was reversed, specifying that 47 mm of cigaret should be smoked (leaving a 23 mm butt for regulars and 38 mm for king-size) the king size profited from an extra 25 mm of tobacco which helped filter the smoke, and resulted in a better showing.

■ Before resolving the issue, FTC had some of its field personnel make a scientific survey of smoking habits. This survey—never published—showed that an "ultimate" smoker—as distinguished from an "average" one—smoked to a 1" butt. Since it took the position that it was concerned with what the smoker got from a cigaret, regardless of the size or shape of the cigaret, FTC decided its standard would be geared to the smoker, and would call for a 25 mm butt.

(FTC's survey also showed most smokers who switched to filter brands cited health reasons for the change. On the other hand, it convinced FTC personnel that health was not a consideration with respect to switches from one filter to another.)

Ultimately FTC abandoned its effort to get a testing standard. It found that as far as equipment is concerned the industry could agree. But variables continued to cast doubt on the validity of any standard, so FTC ultimately turned the problem back to the industry.

■ About a year ago FTC circulated what it believed to be a workable standard test for tars and nicotine. It had a major tobacco company put up 60 cartons of unbranded cigarets, all from the same run, and as nearly identical as possible.

The commission then shipped some of its unbranded cigarets to ten of the top testing laboratories including all the major tobacco companies. Each was asked to determine tar and nicotine content of the cigarets, using the commission's proposed procedures.

When the results came in, FTC found that all the laboratories successfully duplicated their own results, reporting roughly the same figures for all eight runs which they made. But the results from two laboratories differed substantially from the other eight, indicating that the commission's best effort had not resulted in a completely reliable set of standards.

■ A new testing procedure is to be tried in the next 60 days by the analytical chemists committee of the Tobacco Chemists Conference, under the chairmanship of Dr. Clyde L. Ogg, of the U.S. Department of Agriculture. FTC is watching with somewhat detached interest.

While Mr. Grandey and his staff were dedicating themselves to the development of testing standards, the government's attitude toward health claims for cigarets was undergoing alterations.

At the time the decision was made to develop a tar and nicotine test, the surgeon general was already lining up with those who saw a connection between smoking and cancer, and the Blatnik committee was scolding FTC for letting the tobacco companies use "filters" to imply health claims. But FTC Chairman John Gwynne was not prepared to challenge the filters on any ground other than truthfulness.

■ More recently, however, the surgeon general has gone firmly on record in support of the view that smoking definitely involves health problems. FTC's new management, under Chairman Earl Kintner, has made a practice of presenting a united front whenever possible with other policing agencies.

Currently the government's situation seems to have come down to this: Despite the surgeon general's strong views, the government is not proposing to curtail sales of cigarets. Partly this is because research results are still controversial. Partly it is because regulatory agencies feel that tobacco is neither a food nor a drug, and cannot be seized without additional power from Congress (which certainly would not be forthcoming under the current circumstances).

In view of the surgeon general's increasingly firm views on the health issue, however, factual accuracy in the measurement of tar and nicotine became an academic issue at FTC.

■ While the government isn't prepared to move against sale or use of cigarets, FTC's power in the advertising field could be used to "contain" the industry, and at least to foreclose the use of any sales appeal which suggests that cigarets can be used safely.

By reinterpreting its advertising guides FTC apparently put tobacco companies on notice that tar, nicotine, filter and other "health" claims would lead to litigation. Accurate measurement of tar and nicotine would be only the starting point. Even if the company could prove the truthfulness of its measurements, FTC then, in all probability, would be ready to call medical witnesses, including the surgeon general, and to litigate the whole question as to whether any brand of cigaret, regardless of the amount of tar and nicotine, can be smoked safely. #

Ballard Cunningham Henry Sarnoff Gribbin

SPEAKERS—*Among the speakers at the recent Michigan council American Assn. of Advertising Agencies meeting (AA, Feb. 8) were Sam M. Ballard, president, Geyer, Morey, Madden & Ballard; John P. Cunningham, board chairman, Cunningham & Walsh; John F. Henry, vp, Geyer, Morey, Madden & Ballard, and chairman of the Michigan Four A's council; Robert W. Sarnoff, board chairman, National Broadcasting Co., and George H. Gribbin, president, Young & Rubicam.*

Lewis Bolt Names Gould

Lewis Bolt & Nut Co., Minneapolis, has appointed Gould, Brown & Bickett, Minneapolis, as its marketing consultant.

Delson's Mint Packaging Found Not Deceptive

(Continued from Page 2)
as a result of past court decisions, but FDA attorneys were using the Delson case in an effort to test new legal techniques ("In Washington," Feb. 11).

■ FDA's case stressed "cushioning" and "head space" in the Delson package, and pointed out that a foil wrapping prevented consumers from actually counting the contents. Delson, in turn, said the package had been designed to protect a perishable and delicate product.

The decision today went completely to Delson. The judge said the evidence was "overwhelmingly persuasive" that the exigencies of machine filling, handling and shipping of separate pieces of candy in interstate commerce requires that less than the total volume of the box interior in which they are contained be occupied by candy.

With respect to the contention that consumers might be misled by the foil, the judge noted that the net weight was printed on the package. He said there was no evidence that the retail price was "disproportionate to net weight or inappropriate to the quality of the contents."

■ Dr. Kenneth L. Milstead, chief of FDA's division of regulatory management, said FDA's next move in the packaging field will be determined after the text of the decision is examined in Washington.

The case was the first litigation under the "slack fill" provision of the FDA law since the early 1940s, when FDA lost three deceptive packaging cases in a row. FDA attorneys used packaging experts, consumers and business men in an effort to convince the judge that the Delson package was deceptive.

Delson, in turn, produced other experts who said the package was suited to the protection and preservation of chocolate mints.

■ The company protested that its mints were seized by FDA without warning, although the package had been in use for more than three years. #

PPG Appoints McCullough

C. Hax McCullough has been appointed to the newly-created position of supervisor of special activities, glass advertising and promotion, for Pittsburgh Plate Glass Co.

Best Agency Names Post President, Adds Old Milwaukee Beer

(Continued from Page 1)
agency. Other stockholders include Burton G. Feldman and Frank F. Morr, vps, and Richard B. Best, secretary, who is Mr. Best's son.

Mr. Best emphasized that he will not lessen his responsibilities or work load in his new job as board chairman. He said he started to reduce his holdings in the agency four years ago.

The agency will step up its new business activities, Mr. Best said, with the addition of Mr. Post, who has devoted much of his time in recent years to acquiring new accounts. Mr. Best admitted that the agency has not been too active in soliciting new business in recent years, but added that it decided to increase its activities in this area because of the loss last year of Helene Curtis Industries and more than $2,000,000 in billings (AA, Sept. 14, '59).

■ The Best agency, which billed about $10,000,000 last year, handles such accounts as Amity Leather Products Co., Campana Sales Co., Dumas Milner Corp., Comstock Foods Inc., Florsheim Shoe Co., General Finance Corp. and Maybelline Co. Billings were at the same level in 1958 and 1957.

The agency is the old McJunkin Advertising Agency, which was founded in 1905. Mr. Best joined

Carl Post

Gordon Best

the agency in 1909 and was named president in 1940. The name of the agency later was changed from McJunkin to Best.

Helene Curtis startled the advertising field last year when it suddenly moved more than $2,000,000 in billings out of Gordon Best Co. Among the products Best had handled for nine years was Suave hair dressing for women, with some 40% of that market and with a lead of about three-to-one over its nearest competitor.

Just last month (AA, Jan. 11), Helene Curtis took its last bit of business out of Best—the company's beauty division with billings of $100,000—in order to enable Best to solicit cosmetics business without being hampered by product conflicts at Curtis.

■ Mr. Post joined Grant in 1955 and was named exec vp and plans board chairman of that agency last year. Prior to joining Grant, Mr. Post was a vp of Erwin Wasey, Ruthrauff & Ryan, and a vp of Foote, Cone & Belding for 10 years. #

Hunt Sets Newspaper Drive

Hunt Foods & Industries, Fullerton, Cal., will supplement its national magazine advertising in Southern California with a year-long newspaper push beginning this week. More than 35 suburban and metropolitan dailies will be used in the area, Bakersfield to San Diego. Schedules call for full-color pages and smaller b&w space insertions at the rate of two and three times per month. The campaigns will concentrate on tomato sauce, but other products will be promoted. Young & Rubicam is the agency.

1. SOUND: WAR WHOOPS MUSIC: INDIAN MUSIC, TOM-TOMS.

2. SOUND: WAR WHOOPS MUSIC: INDIAN MUSIC, TOM-TOMS.

3. SOUNDS UP THEN FADE UNDER DURING COMMERCIAL ANNCR: VO: Where's everyone going?

4. To the trading post! It's Bulova Swap-a-Watch Time!

5. During Bulova Swap-a-Watch Time, your old watch is worth plenty wampum when you trade it for a beautiful new Bulova.

6. You handsome braves should see the Bulova "23" ... self-winding waterproof.

with 23 precision jewels guarding the famous Bulova movement.

8. Trade in now while you can get a heap big allowance for your old watch.

9. You beautiful maidens..., see the new Bulova Rhapsody...

10. bracelet watches that tell the time... beautifully.

11. The dazzling new Bulova Rhapsody is yours in a choice of high-fashion bracelets from just $59.50.

12. So swap your watch regardless of age, make or condition - for a new Bulova during Bulova Swap-a-Watch Time!

SWAP-A-WATCH TIME—*To overcome the usual February business doldrums, Bulova Watch Co., New York, developed a clever but comparatively inexpensive spot tv commercial to be used by dealers in local trade-in promotions. Film clips from several old movie westerns were used to establish an Indian "swap-um" theme. Commercial production costs were reduced to about $2,500 by using the film clips, Irving Holczer, Bulova's merchandising manager, said. If actual western sets had been used, he added, the cost would have been about $8,000. The company paid for the commercial production costs; the dealers are to pay the time charges. Ten seconds of the minute spot were reserved for dealer tie-ins. Newspaper mats and a variety of in-store merchandising material, built around the "Brave and squaw save-um wampum" theme, have been made available. There has been no set figure for Bulova's trade-in allowance; the amount depends on the age and condition of the watch. McCann-Erickson is the agency.*

S&H, Blue Chip Rivalry Hikes Ads in L.A. Market

(Continued from Page 2)

vertising were headed by mention of Blue Chip participation.

■ In meeting this competition, Sperry & Hutchinson has stepped up its green stamp advertising, as have stores which carry its stamps. No advertising figures are available from S&H as to expenditures. However, six weeks prior to the heralded coming of Blue Chip stamps to Southern California, S&H did appoint a local agency, the Morgan Co., to handle newspaper advertising, which has been substantial since that time. Radio and tv use also has increased noticeably through Sullivan, Stauffer, Colwell & Bayles, which handles the account nationally.

In San Francisco, John Beinert, assistant vp of S&H, told ADVERTISING AGE: "We welcome any legitimate competition, and our operation in Southern California recognizes the fact that S&H does not have any God-given rights in the trading stamp business.

"Large chains in Southern California are issuing Blue Chip stamps and are supporting the issuance with considerable advertising. We feel that we must give the same kind of support to our clients or customers, and therefore we are advertising in that area also, using radio, tv and newspapers.

"Although I will not discuss advertising or promotion budgets, because we do not subscribe to the policy of doing so, we will spend on our advertising what we think is necessary to do the job at hand."

Exactly how well Blue Chip has done in lining up customers is not yet known. Donald Koeppel, Blue Chip vp and general manager, said he doesn't expect to have such information until early in March.

Scroggin Named Treasurer

Allen, de St. Maurice & Spitz, San Francisco, has appointed Martel Scroggin treasurer and elected him a partner in the agency. Mr. Scroggin, media director and account executive, has been with the agency since its inception more than two years ago.

'U.S. News' Says It Hits Well-Heeled Better; 'Newsweek' Offers More Readers Cheaper

WASHINGTON, Feb. 11—*U.S. News & World Report's* newest sales tool is a series of research reports which seek to define the markets for a long list of "discretionary" consumer goods and services.

The first two in the series—dealing with (1) vacation travel and (2) owners and buyers of corporate stocks—already have been distributed to the magazine's sales offices.

Another 15 to 25 reports now in production isolate and identify markets for such items as luggage, tires, liquor, photographic equipment, hi-fi, car rentals, business travel, life insurance and business insurance.

The individual reports are all developed from a single major survey based on automobile ownership lists of R. L. Polk & Co. The *U.S. News* research staff found that more than 98% of all families with incomes over $5,000 are car owners.

■ By surveying a representative sample of car owners, it reported that it was able to learn much about the kinds of people who are in the "over $5,000" income group, including the kinds of discretionary goods and services they buy.

After identifying the kinds of people who are potential customers for a particular product, each report relates them to the readership of 14 prominent magazines.

The circulation of the three weekly news magazines, *U.S. News, Time* and *Newsweek*—"because of the very nature of their content"—is concentrated among high income and occupational families, the report states.

According to the survey, *U.S. News* has the highest concentration of its circulation among managerial-professional families—88% —compared with *Time's* 64% and *Newsweek's* 82%, and the highest concentration among high-income families. #

Polk Rents Dishwashers

Polk Bros., Chicago, appliance retailer, has established a rental plan for automatic portable dishwashers. Initially, General Electric dishwashers will be used exclusively. Page b&w co-op newspaper ads for the rental service broke Jan. 31. Rental is $6 a month. Polk said it expects to rent about 2,000 dishwashers in a one-month period.

CHICAGO, Feb. 11—An "unsponsored" study by Sindlinger & Co., business analysts, says that although *Newsweek's* circulation is only 55% of *Time's* and 18% more than *U.S. News & World Report's*, its total reading audience is 85% of *Time's* and 52% more than that of *U.S. News*.

The study of reading audience characteristics of the three weekly news magazines was presented here yesterday by *Newsweek* magazine.

It is the first study, "as far as we know," said Charles E. Kane, *Newsweek* vp in charge of sales, that has been "made independent of any publication." *Newsweek* purchased the special tabulation from already published material compiled by Sindlinger in a continuing survey of 40 leading magazines.

Along with the study, which is taken from figures compiled from April, 1958, through March, 1959, a technical appendix appraising the findings and techniques of sampling used has been made by Dr. J. Steven Stock, a *Newsweek* research consultant and one-time vp of Alfred Politz Research.

■ The study was briefly outlined to more than 150 media and research representatives. Andrew J. Cullen, *Newsweek* research director, said similar presentations will be conducted in Detroit and New York.

According to a cost analysis summary in the report, in readers per dollar *Newsweek* offers 686, *Time* 406, and *U.S. News* 493. #

Mikuta Joins Compton as Perfect Circle Supervisor

Charles F. Mikuta has joined Compton Advertising, Chicago, as account supervisor on the Perfect Circle account. Mr. Mikuta most recently was account executive on Whirlpool with the Chicago office of Kenyon & Eckhardt.

Charles F. Mikuta

Before joining K&E, he was with the old Russel M. Seeds Co., Norge Sales Corp. and Ekco Products Co.

Mail Piece for Ford Booklet to Reach 30,000,000

DETROIT, Feb. 10—The largest direct mail campaign on record for the Ford division of Ford Motor Co. is being put behind the 1960 edition of "Buyer's Digest of New Car Facts."

It is expected to just about double the request figure hung up in 1959, when Ford made its first issue of this booklet. Ford's direct mail offering last year went to a list of 10,000,000 names and brought about an 11% return. The direct mailing will be expanded to about 30,000,000 for the current book.

The booklet this year is again being offered to readers for 10¢. It carries a wide variety of articles for the automobile owner, with product information on the 1960 Ford cars and trucks sandwiched in. More than half the content of the 98-page book is non-product in character.

Titles of representative articles include: "Seven Tax Deductions Every Driver Should Know"; "How Small Should a Small Car Be?"; "Why Cars Are Safer Every Year"; "Your Rights in an Accident Case," and "Making Sense of Car Insurance."

■ Ford expects to have between 2,800,000 and 3,000,000 requests for the 1960 book. The direct mail offering will not be the only approach, but it is expected to bring the bulk of the inquiries.

Ford also has repeated its use of *Reader's Digest* with the 1960 book, using a 12-page ad of the product section only, instead of 48 pages, which last year set a record for a single *Digest* ad.

Added to the total response will be replies from an early mailing which went to those who purchased the book last year. This inquiry already has racked up a 40% repeat record.

■ Tv and radio spots also are being used to make the offer and the "Ford Times," with 1,300,000 circulation, carries an announcement and a coupon with its February issue.

The Ford division marketing staff, of which Lee A. Iacocca is head, is responsible for the "Buyer's Digest." Its distribution and promotion are handled by Robert E. Kircher, Ford car sales promotion manager. #

Emdee Is 'Just Oleo'; Druggist Must Get Food Store Permit

HARRISBURG, Feb. 10—Emdee margarine, a product distributed through drug stores by Pitman-Moore Co., Indianapolis, a division of Allied Labs Inc., has been branded as "nothing more than oleomargarine" by the Pennsylvania board of pharmacy, but the company disagrees.

It is legally a margarine, Dr. Carl A. Bunde, Pitman-Moore vp in charge of research, told ADVERTISING AGE today, "but that does not mean it is the same as all other margarines."

The product sells in drug stores for about $1 a pound, while oleo ranges from 25¢ to 30¢ a pound in grocery stores, according to Sol S. Turnoff, board secretary.

Mr. Turnoff noted that Emdee margarine is sold exclusively in drug stores "because it has been and is being recommended by physicians for persons requiring a diet in which consumption of saturated fatty acids is restricted." But he added that "actually it is nothing more than oleomargarine, according to the law."

■ Dr. Bunde said, "Saying Emdee is nothing more than a margarine is implying that it is the same as other margarines. This is not fair."

He said the major difference between Emdee and oleo is that Emdee is high in linoleic acid—about 42%—and other margarines have about 9%.

Mr. Turnoff warned Pennsylvania drug stores that they must get $2 permits from the state department of agriculture—the same as grocery stores—to dispense Emdee margarine legally. #

A&P Explains Stamp Policy

Great Atlantic & Pacific Tea Co., New York, has announced that the use of trading stamps by its Los Angeles division is only to "meet a local situation" there. The company said sales promotion is a local question and the move to meet competition of other chains in the Los Angeles area does not reflect national policy. A&P has opposed the issuance of trading stamps for years.

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1959 47,344

HELP WANTED

COPYWRITER: Pacific Northwest, 4-A advertising agency seeking man copywriter experienced in media promotion writing. Sparkling copy first requirement, but understanding of markets and market analysis helpful. You'll like the town, fishing, hunting, golf, and skiing, lakes nearby. It will probably take you less than 15 minutes from home to office. Maybe this man is writing for a media promotion department or advertising agency now. If you're looking for interesting work with a congenial staff of a young, aggressive advertising agency "out west", send us your resume quickly. Please mention salary expected and send photo too.

Box 3393, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

BARNARD'S
A Specialized Placement Service
ADVERTISING, PR, EDITORIAL, SALES, SECRETARIAL & GEN OFF
call or write
Miss Barnard — **Mr. Pollard**
WA 2-2306 220 S. State St., Chicago 4

RARE OPPORTUNITY for first class all around advertising man to manage a million dollar agency located in the best city in Central America. Strong marketing background desirable since agency billing is derived from five basic accounts in the foods, coffee, beer, cigarette and soft drink fields. Latin antecedents helpful but not essential. Sound agency experience and working knowledge of Spanish are required. Salary range to $15,000 with possible participation in profits. Excellent living conditions and fine associates with great potential for agency's expansion into other Central American countries. Send full personal information and work background to: **P.O. Box 21162, Mexico City.**

P. O. P. DESIGNER
Experienced, merchandising minded designer needed to create smart, modern cardboard and semi-permanent displays for large, progressive P.O.P. organization handling all top national accounts. Send complete resume and salary requirements to

ROGER REX, DISPLAY CORPORATION,
521 BROADWAY,
MILWAUKEE, WISCONSIN

ADVERTISING—PUBLIC RELATIONS. Electronic division of major industrial company in New York City has opening for a man with several years advertising—public relations experience in the electronic or allied industry. Should be capable of originating and preparing sales brochures, direct mail and other promotional aids. Send resume including salary requirements, in strict confidence.

Box 3394, ADVERTISING AGE
630 Third Ave., New York 17, New York

ARTIST
Layout and finished-figure artist needed. More interested in finished work than layout. Must be experienced. Salary open. Contact and/or send resume to **W. B. Houck, Houck and Company, Inc., Advertising, Roanoke, Virginia.**

COMMERCIAL ART SALESMAN
to sell complete collateral Advg package from idea to printing for firm that has all the facilities & know-how **MI 2-6402 (Chgo)**

TO A YOUNG MAN WHO WRITES CRISP, SPARKLING SELLING COPY
If you are a young fellow who likes to write crisp, sparkling copy that sells hard . . . and has proved he can do it . . . and is looking for the big opportunity . . . there's an opportunity in a 4-A agency to tackle complete campaigns from the national and trade advertisements to the promotion programs that sell the salesmen and trade. Write enclosing 2 or 3 typical samples and basic facts about yourself . . . to

Box 3370, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MOLENE PERSONNEL SERVICE
publicity ..... editors
advg. managers ..... copywriters
artists ..... media ..... production ..... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St. Chgo 3

ADVERTISING DESIGN ASSISTANT
able to prepare rough and comprehensive layouts, handle type specifications, supervise preparation of key line art. Will involve contact work with photographers, art studios and advertising agencies. Should be able to contribute to creative planning of direct mail, sales literature and journal advertising for overseas distribution. Prefer 2 to 6 years experience. Please send resume to:

Technical Employment Coordinator
The Upjohn Company
Kalamazoo, Michigan

MARKETING
MERCHANDISING MAN
Wilmington, Del., firm has opportunity for key man with retail merchandising, advertising, promotion, and/or marketing experience in the textile field. Salary open. Write giving education, experience, salary range, and other pertinent facts.

Box 3396, ADVERTISING AGE
630 Third Ave., New York 17, New York

ASSISTANT MEDIA SUPERVISOR
Excellent opportunity for man with heavy TV Spot buying background. Network experience will be helpful but not necessary. If you are qualified and would like more responsibility in Chicago agency, send resume to

Box 3397, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WANTED—PUBLICITY WRITER
Fast-growing Public Relations Department of 4-A Chicago ad agency needs fast-writing, resourceful young man with journalism training or experience. Send qualifications and salary requirements to

Box 3398, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SECRETARY
to Midwest advertising sales manager of national consumer magazine. Evanston office. Must be good typist. Shorthand not necessary. Call for appointment. **Mrs. Bussman, University 4-1141.**

SPACE SALES
Experienced, diligent man, 30-40, to sell in midwest from Chicago office for established and growing trade magazine. Send resume.

Box 3395, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PUBLIC RELATIONS—Large national financial corporation seeks top assistant to develop interesting releases, write speeches, contact major media. Creative, mature, able to operate on high level. New England. Send resume: include salary, availability.

Box 3392, ADVERTISING AGE
630 Third Ave., New York 17, New York

MEDICAL COPYWRITER
Leading Chicago area medical advertising organization needs a truly experienced man or woman to write on pharmaceutical accounts. Pre-med or similar background desirable. No novices. Salary open.

Box 3409, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVE & CLERICAL EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St., Chicago, SU 7-2255

WANTED
An advertising agency that can handle an account with specific creative needs. Our products are sold in Chicago direct to both homes and offices and also through retail outlets. Gross sales about 2 million a year. Present budget is fairly limited, but to the creative agency that can develop ideas, and put them into operation, the future billing is unlimited. Send resume of qualifications to

Box 3408, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

ATTENTION ADV. AGENCIES
College graduate, 26, married, slight experience in advertising, sales promotion, desires trainee job in advertising. Willing to start at "bottom of the ladder" for job with a future. Will relocate.

Box 3374, ADVERTISING AGE
630 Third Ave., New York 17, New York

Twenty years experience in writing, selling, sales promotion, marketing, merchandising. Seeking position at marketing and/or sales management level where above background and experience can be fully utilized. Would like opportunity for interview and submission of complete resume.

Box 3376, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CREATIVE DIRECT MAIL PROMOTION WRITER AND SUPERVISOR
12 years advertising experience (6 years publishing, 5 years retail, 1 yr. agency). Art & production know-how, self-starter. Keen business sense. Prefer New York.

Box 3399, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXPERT FREE-LANCE COPYWRITING
Agencies . . . Ad Managers . . . Art Studios: Call me for "rush hour" service Versatile, professional, reasonable. Top references, samples. **HOLDEN—Na 2-6355 (Chicago).**

FREE LANCING
Former Acct. Exec. copywriter available for ads, sales, presentations, merchandising pieces. Call **MI 2-7332 (Chicago).**

TALENTED, ENERGETIC COPYWRITER with "SELL-O-Vision". Missouri grad, '48.

Box 3401, ADVERTISING AGE
200 East Illinois St., Chicago 11, Illinois

ABILITY, INTEGRITY, PERFORMANCE distinguish this adv-promotion mgr. as the greatest **quality value** available. Offers 10 years experience gained with America's leading firms. Univ. grad, 37. This man thinks, acts and **IS BIG** in the areas advertising gentlemen respect. Write him for your offer today.

Box 3402, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MERCHANDISING ADVERTISING MAN with exp. at 3 levels in grocery industry—mfgr., agency & major food distributor—seeks challenge spot at top merchandising or brand mgr. level. Knows copy, merchandising & how to make promotions click. BA; age 30; family man. Chgo. based.

Box 3403, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

IF YOUR HEARTBEAT fosters fresh ideas . . . if your Trade or Direct Mail Department keeps ahead of the times . . . if your copy people span blurbs, jackets, promotion letters, brochures, displays, print advertising and are visual-minded, too . . . if you're a New York City publisher . . . I'd like to be your next woman copywriter.

Box 3404, ADVERTISING AGE
630 Third Ave., New York 17, New York

TOP TRAFFIC MAN can set up efficient system or handle your tough accounts.

Box 3410, ADVERTISING AGE
630 Third Ave., New York 17, New York

ADVERTISING . . . SALES . . PROMOTION
Also other marketing experience in packaging and point-of-purchase ad displays. Proven ability to create, plan and sell. Master's Degree candidate. 31. Interested in ad agency or manufacturer.

Box 3411, ADVERTISING AGE
630 Third Ave., New York 17, New York

MATURE CREATIVE WRITER
9½ yrs. mfg. & agency experience. Nat'l. & trade print. Direct mail, collateral. Age 32. Chicago agency.

Box 3412, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CREATIVE IMPROVISING
in both audio and visual gestures; For Provocative, Spot Commercials.

Box 3413, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SOUTH—SOUTH EAST
Here comes an Advertising Man Friday! Presently Advtg Acct Exec N.Y. Relocate South. 8 years Agency all around background, linguistic abilities. 33 years old, married. Personal traits: Ambitious, Persistent, and loyal with a capacity and liking for work. Gets along well with superiors & juniors. Interested in real opportunity and challenge

Box 3400, ADVERTISING AGE
630 Third Ave., New York 17, New York

REPRESENTATIVES WANTED

Graphic Arts Publishing Co. producing local and 2 national trade publications now ready for high type representatives. Have few contracts from national advertisers on hand. Competitor bills over a million annually. We have better sales story but because we are newest in field it's tough selling. If you can help us and yourself write

Box 3405, ADVERTISING AGE
630 Third Ave., New York 17, New York

BUSINESS OPPORTUNITIES

Copy Preparation Shop—established 20 yrs. Rated A1—Top Accounts—Highly Skilled Personnel—$100,000 plus annually—exceptional opportunity—Chicago Loop. Illness forces sale.
The Typecrafters—22 W. Madison St. Chicago 2, Illinois—CEntral 6-8053.

FOR SALE Direct Selling business. Personalized Photo Jewelry thru Agents. Process, Agents etc. $600. takes it. **Greene 175 Fifth Ave. NYC 10, (GR 7-4312)**

EXCELLENT OPPORTUNITY TO BUY TRADE JOURNAL
Tired of working for some one else? Want your own business with opportunity to build? Long established, quality, modest size (staff of three) trade journal in stable field, has a sound basis in every way for building.
Buy this for your retirement job or for your son as a starter in the advertising, writing and publication field. Write

Box 3406, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

INVESTMENT OPPORTUNITY
Successful publisher desires additional capital for expansion of profitable property in consumer and trade field. Should return investor 100% plus profit within 12 to 18 months. Write

Box 3407, ADVERTISING AGE
200 E. Illinois St., Chicago, Illinois.

P. O. P. IDEAS
Sketches, construction dummies in miniature or full size rushed to you by mail serving agencies, manufacturers, 12 years experience for national advertisers.
Joe F. McKibben, 36 Lakeland Dr. N.W. Atlanta 5, Ga.

Copy edited for readability & effectiveness, esp. for Teenage Media (Ads, Texts, Scripts, Brochures, Articles, Fiction, etc.) **N. Y. AC 2-0389** or

Box 3414, ADVERTISING AGE
630 Third Ave., New York 17, New York

MISCELLANEOUS

FREE-CATALOG NO. 2 OF READY TO USE ART OF LIVESTOCK & POULTRY Contains 96-8 x 10 velox prints, with a total of over 250 drawings of every type of farm animal and bird. If you sell to the farmer, you should have this Free catalog in your file. Write today—**John Andrews, 1504 Dodge Street, Omaha, Nebraska.**

They let me write
the specifications for this

CREATIVE DIRECTOR JOB

I've been a Creative Director long enough to know. So I wrote down the way a Creative Director's job should be. This job will be that way!

JOB: Creative Director, Chicago Advertising Agency.

STATUS: Management level. In charge of every phase of the creative output in a completely autonomous office. As much creative authority as is possible in an organization where the creative department enjoys topmost importance.

RESPONSIBILITY: Steady flow of advertising that measures up to finest standards of craftsmanship and salesmanship. Get the best out of your people—do the best for your people.

EXTRA NEEDS: Good presence. Creative background of size in competent agencies.

PERSONAL: Light sleeper. Full of nervous energy. Dedicated to the business. Integrity. Good taste. The ability to name several good books you have read since you left college.

SALARY: A good one. We'll negotiate fair and square.

Invitation to the established creative director who wants a change...the restless group head or the key copy man who wants to move up—write or phone:

Arch Macdonald (*Creative Consultant*)

CUNNINGHAM & WALSH INC.

6 North Michigan Avenue, Chicago 2, Illinois, ANdover 3-3138

PRODUCT ADVERTISING SPECIALIST

This man will direct the promotion of a product line for a nationally known manufacturer of farm equipment. Should have experience in most phases of advertising, budgeting and program administration. Liberal arts college background and industrial and commercial advertising experience required. Send resume (prefer applicants East of the Mississippi) and salary requirements to:

PERSONNEL MANAGER
NEW HOLLAND MACHINE CO.
DIV. OF SPERRY RAND CORP.
NEW HOLLAND, PA.

NEEDED QUICKLY!

COPYWRITERS — Pharmaceutical, Industrial, electronics or automotive experience .....$8,000 to $15,000

MARKET RESEARCH — Both product and sales analysis men. Industrial, electronics, chemicals experience. Assistants and Department Managers. Immediate openings ...$7500 to $15,000

YOUNG AD-MEN — Copy experience on collateral materials, publicity, etc. and/or agency ad writing. Good basic training. Eight quick openings with advertisers and ad agencies .....$6500 to $9500

ARTISTS — Best openings in years for young layout men with supplementary skills. Nine men needed NOW—nation-wide ....$7000 to $10,000

ART DIRECTOR — Seven openings with leading advertising agencies, Coast to Coast. Salaries from .....$10,000 to $25,000

CLIFF NOBLE
DRAKE PERSONNEL, INC.
29 East Madison Bldg.,
Chicago 2, Illinois
Financial 6-8700

DON HARRIS NEEDS:

for **RARE CREATIVE SPOT** a leader to inspire and guide copy, art, and TV production staffs of important, highly respected not-giant agency. Applicant's record must qualify him as to professional standing, wide-area creativity, effectiveness in client relations. **$25-30M MINIMUM.**

COPY, Top industrial man, some consumer and institutional samples, too. .....**TO $18M**

COPY, portable appliances.....**$18-20M**

ADV. MGR., established specialized national consumer magazine **$15M**

MONARCH PERSONNEL
ADVERTISING & MARKETING DIV.
28 E. Jackson, Chicago Wa 2-9400

MERGER

Unusual small (tiny) agency, minimal billing now, might be substantial if you can supply full staff & finances. We're industrial-consumer, unmatched electronics, sales prom & PR background. Experienced, brilliant Pres. & V.P. Your resources & reputation must be excellent or we won't talk. Confidence respected. NYC or N. Eng.

Box 944, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

Are you a small agency

WITH A BIG POTENTIAL?

Maybe you're a one-man agency or free agent with active accounts—but not big enough to offer your clients full-fledged art, production, copy, research backing. Here's how you can continue to be your own boss—but not have the headaches of a big staff. You retain your accounts—take on some house accounts if you wish—and we do the creative, production, research leg work. A branch operation is a possible consideration.

We're a 35-man Midwest agency—largely industrial and ag equipment—and want to diversify our business and grow. We invite you to grow along with us. We've a top calibre art, copy, production team. This team is at your command.

Box 881, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

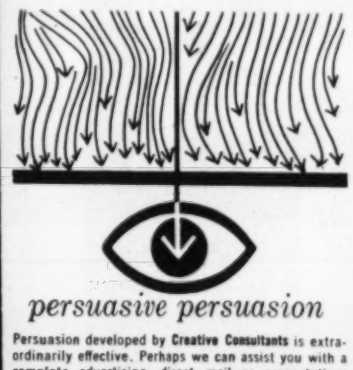
WRITERS

FSR-PGH is always glad to see the resumes of good writers. We have created one of the finest writing teams ever assembled under one agency banner . . . and will add top writers from time to time. If you have wide experience, reputation, creativity, like to work with good men, write: Bob Pearson, Fuller & Smith & Ross Inc., 211 Oliver Avenue, Pittsburgh 22, Pennsylvania.

WRITER

National publication located in Washington, D. C., wishes to add a special writer to its growing advertising promotion staff. We are not looking so much for an "idea man," or a person interested in advertising gimmicks, as a good sound writer who likes to put together expository copy for reports, advertisements and brochures. Should preferably be between the ages of 25 and 35, and should have had at least 5 years experience in writing for an advertising or public relations firm, a company, or a national publication. The salary is open. We believe the opportunity and the conditions are the best. Write in confidence to

Box 942, ADVERTISING AGE
630 Third Ave., N. Y. 17, N. Y.



persuasive persuasion

Persuasion developed by **Creative Consultants** is extraordinarily effective. Perhaps we can assist you with a complete advertising, direct mail or presentations package—idea, copy, art.

Creative Consultants are full-time advertising executives who can accept only a limited number of free-lance assignments.

CREATIVE CONSULTANTS

Box 943 Advertising Age, 630 Third Avenue, N. Y. 17, N. Y.

CREATIVE AD MANAGER OR A.E.
27 years background in varied consumer goods advertising, sales promotion, merchandising.
Some N. Y. agency copywriting. Plans, budgets, organizes, executes national media through point of sale. Works well with people. Available soon. About $20,000. Now in New England; will relocate. Resume upon request.
P. O. Box 584, Providence, R. I.

WE WILL SUPPLY CAPITAL

We are interested in investing in small and medium size agencies with growth potential on a non-participating basis.

If you are an account man and wish to open your own agency we will supply the capital on a non-participating basis.

We are interested only in agencies operating in the South-east. We are interested only in agencies who primarily handle industrial accounts.

This arrangement will be mutually profitable to both parties.

If you are interested reply to the box number listed below. We will contact you with details.

Box 919, ADVERTISING AGE
200 E. ILLINOIS ST., CHICAGO 11, ILLINOIS

MEMO TO A CERTAIN COPY CHIEF

Imaginative young copywriter wants to work under creative copy chief. 6 yrs. retail copywriting (women's, children's fields), former ad agency sec'y. Able to think out own creative problems; deft, sure writer. Have prepared formal presentation including print, radio, TV. Can I hew my niche in your shop? Single female, 28; B.A. in Eng.-Journalism. Please . . . Chicago's my home town! For resume,

BOX 940, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

COPYWRITER

Not any copywriter, but a craftsman who really knows the creative ropes. Who can take a tough, but dynamic subject and weave in flair, freshness and drama to create direct mail, brochures and other sales aids that command attention, respect and believability. This is a spot for real talent, and the rewards are plentiful: a major corporation, a good salary, a growth opportunity, plus all the finer things of life a major Southeast city can offer.
Let your letter convince us that you're our man. Include your salary requirements. Everything in strict confidence, of course.
Box 938, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

RESEARCH MANAGER

Large mid-west newspaper is establishing a research and development department. What is needed now is a man to head that department.

The successful candidate for this position will have a *proven* record of experience and *demonstrated* skill in the Research field (including research design, research management, and research utilization); in the Newspaper field (preferably with a major daily); and in working closely with, and as part of, Top Level Management. He will, in short, need to initiate, implement and apply a total research program that will grow and develop with the needs of a large newspaper that is growing larger.

This is not a position for a neophyte—and none such need apply. The task and responsibilities will be very considerable—and are expected to become even more so over time. Salary will be commensurate with the above requirements and the candidates qualifications.

Qualified candidates are invited to submit complete resumes. (These will be treated in confidence, of course).

Box 939, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPYWRITER WANTED

Growing 4-A agency has an immediate opening for a talented writer. Creative imagination, knowledge of people, the desire to express a sound selling idea in a different way, a good visual sense and ambition are more important than experience.

The agency is completely departmentalized, not local in any sense of the word. Writers work with account men, clients, professionals in research and art. Accounts include industrial, agricultural, some consumer.

Agency is located in Cedar Rapids, Iowa's second largest city. There are the educational, recreational and cultural advantages of larger cities—the convenience and good living of smaller ones.

If interested, please send a few favorite samples of your ideation and writing, a complete resume of personal and business history, plus salary expectations to:

John E. Fisher
Creative Director
W. D. Lyon Company
303 Second Avenue, S. E.
Cedar Rapids, Iowa

2-MAN TV TASK FORCE

Able writer-planner and inventive producer, rated tops at giant agency, Midwest office. Now want Los Angeles agency. Outstanding with VTR commercials, regional clients, regional budgets. Quick-result professionals; best TV talent you can buy.

Box 932, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

DO YOU NEED

Copywriters, Ad Managers, Production People? WE HAVE THEM! Check with

MARAMAC PERSONNEL
5 No. Wabash, Chicago 2
RA 6-3838

Our 49th Year

COPYWRITER, automotive exp.	$10,000
TV TIMES SALESMAN, exp.	11,000
AD. MGR., national pub.	15,000
COPY-CONTACT, industrial.	12,000
MEDIA BUYER, male or female, hvy. broadcast experience.	7,200up
COPYWRITER, print & broadcast	10,000
SPACE SALESMAN, young.	7,500
MKTG. SERVICES DIR.	12,000
COPYWRITER, Trainee, Female	5,200

GLADER CORPORATION
110 S. Dearborn St., CHICAGO, ILL.
Phone: CEntral 6-5353

CUTS HALFTONES ETCHINGS
5 SQ. INCHES FLUSH MOUNTED Overnight by Airmail. 1.85
Larger sizes proportionately priced.
Ward Kah Box 87-A Glendale 6, Calif.

Fine, Fast, Fairly Priced Photography

pics photographers
DEARBORN 2-1062
187 NORTH LASALLE STREET CHICAGO 1, ILLINOIS
PUBLICITY CONVENTION COMMERCIAL INDUSTRIAL

AVAILABLE

Proven Result-Getting Advertising Know-How Ad Mgr.—Acct. Exec.

Good solid Acct. Exec. or Ad Mgr., whose ads have brought concrete results. Present agency, and client management agree this ad man can do a real sales-getting job. Record of successful Ad Management (12 years) with No. 1 Electrical Mfgr., plus two years as Acct. Exec. in one of top four agencies on No. 1 Chemical Mfg. acct. Now in NYC. $15,000. Will relocate.
Box 945, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

HERE IS A MAN

. . . now producing advertising space sales, but who deserves more than present opportunities offer.

With his background in publishing, agency management, media buying, advertising and sales promotion, and marketing, he would be an immediate producer in any field.

We will gladly arrange a meeting if you have a need in your organization for this man.

WORTMAN, BARTON & RUSSELL
345 Madison Ave.
New York 17, N.Y.
ATT: A. S. KOONS

Assistant Sales Promotion Manager

— MAIL ORDER SPECIALIST —

Nationally known mail order company, biggest in its field and still growing, needs an assistant to its Sales Promotion Manager. We want a man with experience, imagination and know-how, who has already proven that he can conceive ideas and follow through on their execution. Our men must have a keen analytical mind, be at home with figures, and be a self-starter.
SALARY OPEN—MANY OTHER BENEFITS
Submit resume, including current and past earnings, in complete confidence to:
Box 941, Advertising Age
630 Third Avenue, N. Y. 17, N. Y.

American Molasses on Radio

American Molasses Co., New York, will sponsor the Tuesday and Thursday broadcasts of Art Linkletter's "House Party" on CBS Radio for a four-month period. Mr. Linkletter has made a series of commercials for Grandma's molasses. The agency is Kastor, Hilton, Chesley, Clifford & Atherton.

Soma Appoints Holm

Soma Advertising, Portland, Ore., has appointed Donald R. Holm an account supervisor. He was formerly with Stromberger, LaVene, McKenzie (now Fuller & Smith & Ross), Los Angeles.

BIRCH Personnel Service, Inc.
The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
59 E. MADISON • SUITE 1417
CHICAGO 2, Ill.
CEntral 6-5670

Red Cedar Group's Leaflet Hits Back at Aluminum Siding

SEATTLE, Feb. 10—Point of purchase material is being distributed to lumber dealers throughout the nation by Western Red Cedar Lumber Assn. to hit back at a competitive product, aluminum siding.

In its quarterly leaflet for dealers, the association, which is promotion agency for cedar lumber manufacturers of the Pacific Northwest and British Columbia, devotes most of the inner section to three color pictures showing an aluminum-sided house pockmarked by hail. #

'Life' Boosts King

Warren King, on *Life's* merchandising staff since 1954, has been appointed automotive merchandising manager of the magazine, a new post.

Traffic Stopper!

Your classified ad in Advertising Age gets the attention of over 177,000 marketing men and women. You get traffic-stopping action for as low as $5 per ad!

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday, 5 days preceding publication date.

Display Classified Rates: take card rate of **$18.75** per column inch, and card discounts, size, and frequency apply.

I am enclosing $_____

My Name _____

Street _____

City _____ Z____ State _____

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St. Chicago, Illinois
4041 Marlton Avenue Los Angeles 8, Calif.

Form All-Industry Bodies to Police Local, National Ads, Jones Urges

'Crusade' Units Would Solicit Complaints, Confront Offenders

(For another view of the self regulation problem see story on Page 84.)

NEW YORK, Feb. 9—Advertisers, agencies and media must extend self regulation to the local level if dishonest advertising is to be eliminated and public confidence restored, Ernest A. Jones, president of MacManus, John & Adams, said today.

Speaking before a meeting of the Sales Executives Club of New York, Mr. Jones urged a "crusade for advertising decency" by the three arms of advertising to stamp out bad advertising everywhere.

He said that while control measures adopted by business, media and advertising "are basically good and operate to their intrinsic value," this machinery must by its nature and constituency operate on the national level.

"The great cities, the great magazines and newspapers, the electronic networks are far from being our sole battlefield," Mr. Jones said. "We must fight all down the line, down to the grass roots, for morality cannot be equated with size or power or population.

"The public is in a mood to split heads rather than hairs," Mr. Jones continued. "It makes no distinction between advertising prepared on a national scale and advertising originated locally for local purchases. The distinction, if any, is almost purely academic, for all advertising is local when it is read, listened to, looked at and acted upon. Just as all sales are local.

■ "But a great deal of the mistrust of all advertising is generated at the strictly local level, where honest national advertising is sometimes perverted by the fly-by-night shyster, with one eye on the sucker and the other on the better business bureau.

"In some publications; over some radio stations; over some tv stations, when the network prime time is gone for another night; in handbills cluttering mail boxes and porches; on badly printed cards thrust under the windshield wipers of parked cars—here is the advertising which prowls like a jungle cat and has gone comparatively unscathed in the critical onslaught on network radio and tv and in the criticism of some magazines and newspapers and some great national advertisers.

"I say the time has come to close ranks against the rascals everywhere. To sew up the holes in our various nets. To straighten out the offenders with our combined forces," Mr. Jones said.

■ "Let the control and screening and censure groups continue their work within their particular areas, and let them strengthen their function in every legal way possible, as they are doing.

"Certainly we do not need more legislation. Nor do we need vigilante action, triggered by a moral shock wave. What we must have is united action by advertisers, agencies and media people, united in the realization that as individuals and as members of our particular groups we must move with common purpose toward a common goal."

He suggested that watchdog committees composed of "the best brains" in advertising, media and business be set up on two fronts, national and local. He suggested that on a national basis, the crusade group would watchdog the national ad effort, while a duplicate group, comprised of local ad, media and business leaders, would keep tabs on local ad practices.

"Thus at both national and local levels the most powerful and respected members of media, advertisers and advertising would apply every ounce of pressure of which they are capable directly to the source of dishonest advertising," Mr. Jones said.

■ He described a *modus operandi* in which the crusade groups would operate:

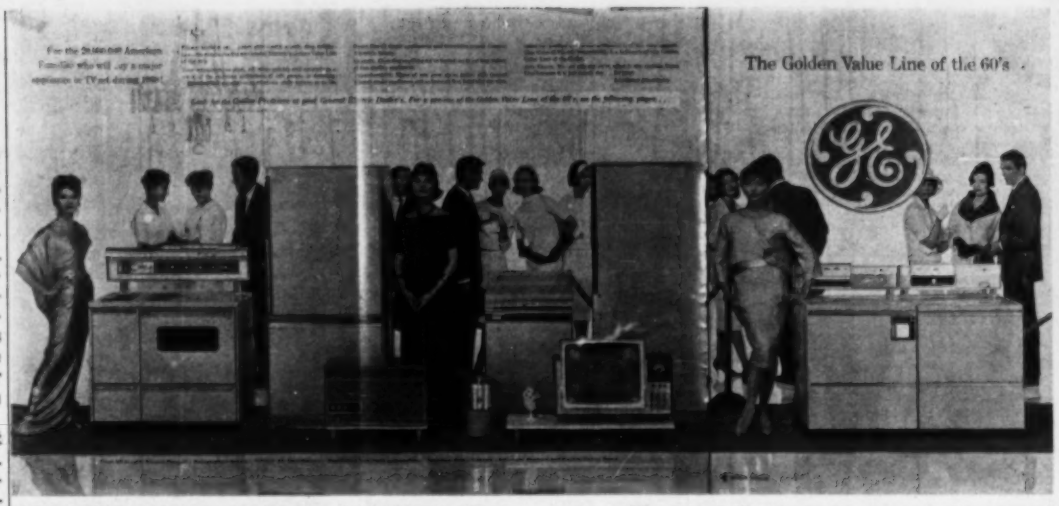
• Seek out the objectionable advertising and call in those responsible for a face-to-face explanation; to point out the harm being done to all business and to the community.

• Serve as a clearing house and investigating body for consumer complaints, which it would actively solicit.

• Refer to the better business bureau or the proper legal body those incorrigibles who resist moral persuasion and, in the case of out-and-out illegality, refer the case to the proper legal authorities and assist in the prosecution.

• Judge questions of taste in advertising which, while objectionable, does not fall into the province of the BBB or of the courts, which must deal in facts. Here, again, the direct pressure of public opinion as expressed by community leaders should be extremely effective.

• Finally, stand and act as the beacon of honest advertising in all its forms—powerful, incorruptible and continuing. #



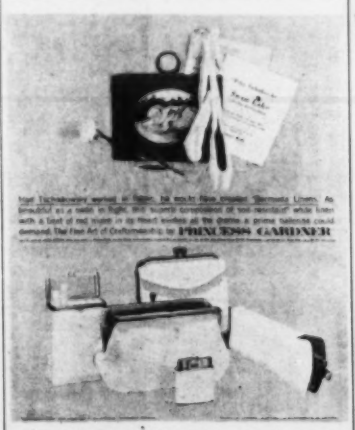
SPECTACULAR—*A nine-page insert, including a three-page cover gatefold, in the Feb. 8 Life introduces General Electric's 1960 "Golden Value Line" of major appliances and tv sets. Follow-up announcements will appear in newspapers and magazines, tv and radio spots, direct mail and dealer displays. Young & Rubicam is the agency.*

Davis Joins C-C Unit

Hal Davis has been appointed advertising director of Crowell-Collier broadcast division, replacing Richard S. Mulford, who has resigned. He will be responsible for advertising and sales promotion of the company's radio properties, from headquarters at KFWB, Los Angeles. Most recently Mr. Davis headed Hal Davis Agency, Hollywood. Before that he was half owner and general manager of KWIZ, Santa Ana.

Guinan Joins 'Cosmopolitan'

Hubert E. Guinan, formerly with *Esquire*, has been appointed director of travel by *Cosmopolitan*.



ACCESSORIES—*This is one of Princess Gardner's spring 1960 ads designed to introduce the new Bermuda Linen accessories. It will appear in the New York Times Magazine and Seventeen. Other ads, each with a musical masterwork theme, will appear in Esquire, Glamour incorporating Charm, Holiday, Mademoiselle and Sports Illustrated. Grey Advertising Agency is handling the campaign.*

Bayuk to Use 200 Sports Events on Net TV for Phillies

PHILADELPHIA, Feb. 10—Bayuk Cigars Inc. has announced that it will sponsor some 200 sports events on network television this year to promote its Phillies brand cigar.

E. Archie Mishkin, Bayuk president, disclosed this in an announcement of the company's figures for 1959, which showed a 91% increase in net income over 1958. Net earnings in 1959 were $1,937,048, as compared with $1,014,586 in 1958.

Sales for the year were $52,218,725, an increase of 29% over the 1958 figure of $40,493,802.

The company invests some $7,000,000 a year in advertising and promotion, with more than $5,000,000 scheduled for television sports shows. In 1959, Phillies sponsored nearly 190 sports shows on the networks. This has been increased to nearly four shows a week for 1960, setting a new record for the number of national sports events sponsored by one advertiser on tv.

■ Mr. Mishkin attributed most of the gains in sales to the new shapes and milder cigars now being promoted nationally by Bayuk. Phillies today is by far the best selling cigar in the country, he said.

He pointed out that "cigars can be merchandised just the same as any other consumer product." That has been the reason for Bayuk's heavy, consistent advertising, he added.

In Mr. Mishkin's opinion, Bayuk's sales increase for 1959 came almost entirely from new smokers, much of it from younger men and cigaret smokers who now also smoke cigars.

Wermen & Schorr, Philadelphia, is the Bayuk agency. #

Mathes Appoints Mann; Names Two Others

J. M. Mathes Inc., New York, has appointed W. Jack Mann Jr., formerly with Alfred Politz Research, associate research director, succeeding Dr. Vincent Machi, who was named director of research following the retirement of Dr. O. L. Tinklepaugh (AA, Feb. 8). Mathes also has promoted George Adels to copy group head and has named Albert Morrison, formerly with J. Walter Thompson Co., associate director of radio and television.

Fay Forman Joins Comart

Fay Forman, for seven years advertising art director of Coty Inc., has joined the design staff of Comart Associates, New York.

FIRST RATING!
#
SYNDICATED SHOW IN SEATTLE
"THE FOUR JUST MEN"
51.6% SHARE OF AUDIENCE
25.5 RATING
Tops combined competition in this 4-station market. Wallops: Sea Hunt, Highway Patrol, The Vikings, Rescue 8, Whirlybirds.
Pulse/October, 1959
ITC INDEPENDENT TELEVISION CORPORATION
488 MADISON AVE. • N.Y. 22 • PL 5-2100

FIRST RATING!
#
SYNDICATED SHOW IN LOS ANGELES
"THE FOUR JUST MEN"
26.3% SHARE OF AUDIENCE
15.3 RATING
Tops all competition in this 7-station market. Wallops: Sea Hunt, Highway Patrol, Mike Hammer, Whirlybirds, State Trooper, etc.
ARB/November, 1959
ITC INDEPENDENT TELEVISION CORPORATION
488 MADISON AVE. • N.Y. 22 • PL 5-2100

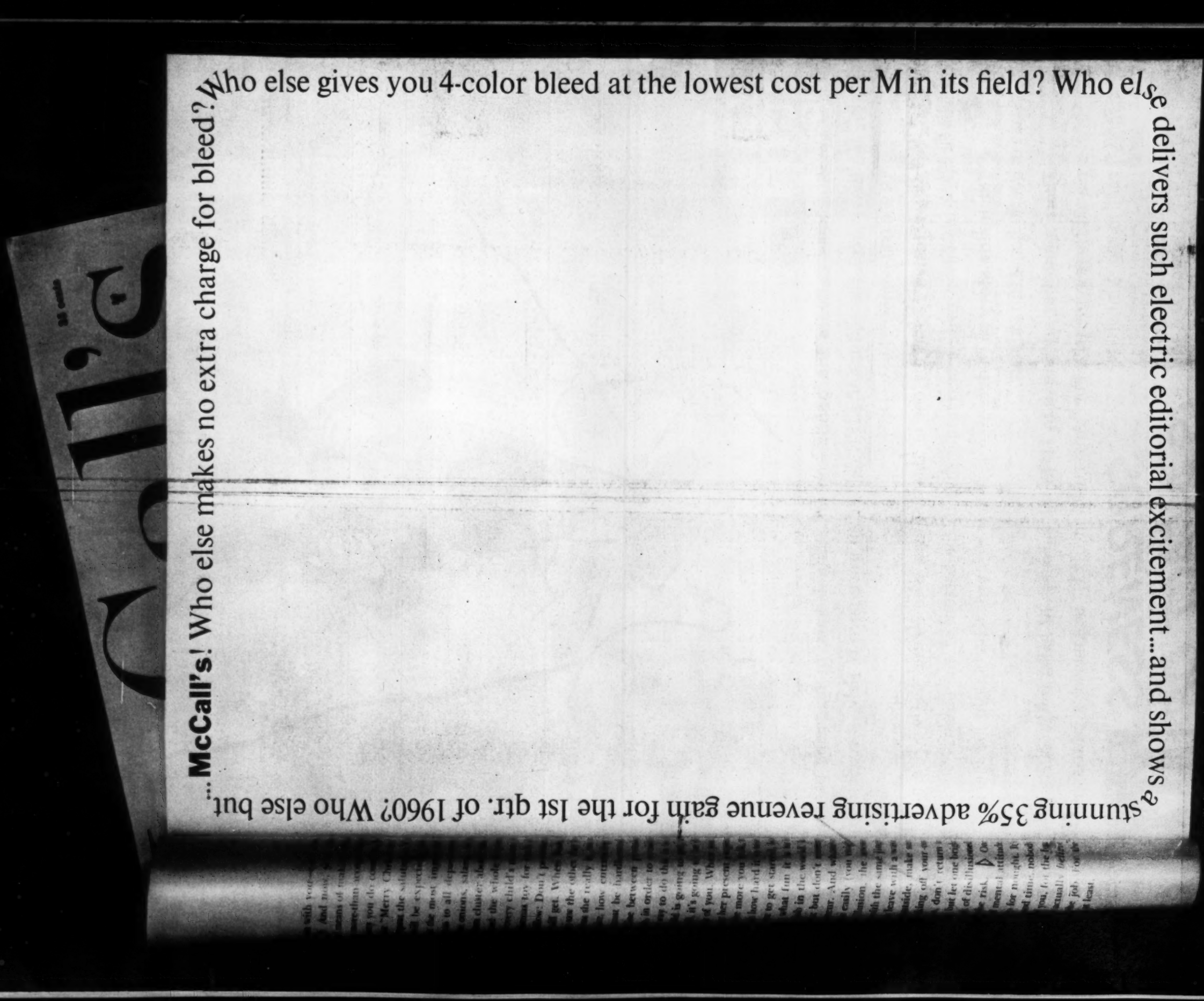
Sureness delivers the goods—on mountain ledges, in magazine pages. Every week the editors of LIFE deliver an issue sure to delight readers in 18,950,000 homes. This week:

An exclusive report by one of the two men who shared the world's most exciting adventure—a seven-mile dive to the bottom of the ocean.

The inside story of Dodger rookie, Frank Howard, who "might hit .600 and get 80 home runs a year."

There's another sureness in LIFE: the sureness of sales for products displayed there regularly. For "Advertised-in-LIFE" is America's most significant media symbol.

SURENESS IS A FACT OF ADVERTISED IN **LIFE**


McCall's
...McCall's! Who else makes no extra charge for bleed? Who else gives you 4-color bleed at the lowest cost per M in its field? Who else delivers such electric editorial excitement...and shows a stunning 35% advertising revenue gain for the 1st qtr. of 1960? Who else but...